

Provimi Accelerates Decision Making with Innovative Business Analytics

Capgemini successfully deploys the first SAP High Performance Analytical Appliance (HANA) solution in the Netherlands

The Situation

After significant corporate reorganizations, leading animal nutrition company Provimi integrated all of its 26 individual ERP platforms into one holding company. This resulted in an overwhelming amount of data that took five days to process at the month's end. Provimi needed to understand the information in its database and how to capitalize on this data in order to have sustainable and profitable growth.

Rogier Jacobs, CIO Provimi said, "We do a lot of trading so we purchase a lot of goods. There are massive price fluctuations in this market. We have in some cases, slim margins so we really needed to improve the way we approached our business, our whole information life cycle, our customers, our products, our portfolio."

Looking for an efficient and effective way to improve its operational reporting, Provimi found a solution in SAP HANA accelerator for Cost and Profitability Analysis (CO-PA), delivered by Capgemini. Capgemini had been working for several years with Provimi on its ERP systems and projects. Adding that experience to its strong Business Intelligence (BI) knowledge, Capgemini was the perfect partner to collaborate with SAP and Provimi on this initiative.

The Solution

Capgemini's team of applications services, outsourcing professionals, and Business Information Management (BIM) experts implemented SAP

“Working with Capgemini for this solution helped us gain momentum moving forward in our business. Ramping up, ramping down teams in size, in geographical scope, and in terms of business knowledge was much easier than what I've experienced in the past on my own IT department. So this worked out well for Provimi.”

Rogier Jacobs, CIO Provimi



HANA, SAP Landscape Transformation, and BusinessObjects BI 4.0 in Provimi's IT landscape. HANA is SAP's new flexible, multipurpose, in-memory computing software. Provimi is the first successful implementation of SAP HANA in any organization in the Netherlands.

The Result

Provimi now has immediate access to ten million detailed records to view and analyze up-to-date and in-depth information on costs and profitability. The process of creating annual reports for all company codes, which previously took approximately five working days, can now be achieved in two to three days.

SAP had the technology that could be rolled out rapidly and Capgemini was able to meet that speed. The end result is that Provimi has its data in real time that 'can be analyzed at the speed of thought'. Now Provimi can run a report fast and dive deep into its data to obtain the level of detail required by the business for analytical purposes. Real-time insight into product margins, drilled down to the lowest level of data, gives Provimi an opportunity to optimize its sales operations. This initiative has considerably saved time, reduced costs and simplified the company's technology landscape.

Rogier Jacobs said, "The solution has enabled us to be better prepared for structural, sustainable and steep growth. After having completed this global ERP roll out and providing more relevant business information from the holding to individual companies and vice versa, we were indeed able to identify more effectively interesting customers, interesting customer segments and optimize less successful products and customer segments."

How Provimi and Capgemini Worked Together

During a workshop at SAP's headquarters in Waldorf, Germany, SAP and Capgemini's team demonstrated the HANA CO-PA Accelerator to Provimi

using the animal nutrition company's own data to make the exercise as realistic as possible. Provimi described its expectations regarding the business benefits of the solution. These included transferring data from the Customer Relationship Management (CRM)-BI system directly into HANA and all operational reports from BW to HANA.

SAP and Capgemini positioned a Rapid Deployment Solution (RDS) package for the installation and implementation of the HANA CO-PA accelerator and Operational Reports with the help of the local, regional and global experts. Overall, the RDS approach provided a clear picture upfront for Provimi and convinced them of its value.

The solution provided to Provimi was an integrated system with SAP HANA connected to the ERP and BOBJ

reporting environment, which provides deeper insight into high-volume and ad-hoc data queries, and eliminates any limitations to reporting dimensions.

Rogier Jacobs said, "What made the collaboration between Capgemini and SAP really strong, was the fact that now SAP had the technology that could be rolled out quite rapidly. But you also need infrastructure to run it. So the lead time to have that infrastructure in place also determines the lead time to get the total thing working. And Capgemini was able to match the speed of SAP so it only took us a couple of weeks to set the environment up and bring it into production."

If you would like to find out more about this project, please contact: success.story@capgemini.com



About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

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In collaboration with



A world leader in animal nutrition, Provimi produces animal feeds, specializing in the development and production of premixes, concentrates, additives and specialties such as piglet feeds and calf milk replacers. The company sells its products to dealers and

farmers in more than 100 countries around the world. Provimi operates around 70 plants in 26 countries, employs about 7,000 people, including 350 scientists, and is part of Cargill, an international producer and marketer of food, agricultural, financial and industrial products and services.

For more information, please visit: <http://www.provimi.com/index.php>