



EDITA Optimizes Inventory and order tracking processes with SAP and ECS



Edita ERP Implementation

Company: Edita

Industry: Fast-Moving Consumer Goods (FMCG)

Employees: 5000

Location: Egypt

Website: <http://www.edita.com.eg/>

SAP Solutions & Services:

my SAP™ ECC 6 EHP 5
Financial and Controlling (FICO)
Sales and Distribution (SD)
Material Management (MM)
Production Planning (PP)
Workflow

Background

Founded in 1996, Edita is one of largest FMCG companies in Egypt, Middle East and Africa. The company has a well known brands that became a part of everyday's life to consumers. The company is well known for its consistently high quality products and strong brands. Edita acts also as the sole regional distributor of several brands of imported sweeteners, olive oils, & pasta.

Edita is a market leader in baked food products, with a portfolio of brands that includes Molto, TODO, MiMix, Bake Rolls, Bake Sticks, and Hostess Cakes. The company employs more than 4,500 employees and operates four factories in 6th of October, 10th of Ramadan, and Beni Sueif.

The business model includes the manufacturing companies "Edita" and "ECI", and the distribution company "DIGMA", with fleet of trucks handling thousands of sales and deliveries daily.

Success Strategy

Edita is always pioneer in the industry. It was the first company to produce filled croissants in the MENA region, starting by Egypt as its opening gate. After acquiring Hostess in 2003, Edita has been modernized and new lines were bought as well as the existing lines were upgraded. Edita products are well known for their high quality and this is because Edita always adapts high quality control standards which was proved by acquiring the H.A.C.C.P certificate. Beside producing high quality products, Edita makes every effort in order to ensure that its products are available to consumers in every area in Egypt and in MENA Region.

Challenges

Edita wanted to execute sales, merchandising, and delivery processes more efficiently. They needed a system that provides coordination of multiple processes across sales, distribution, delivery, and accounting. Edita previously had dispersed systems which were not providing the coordination and the visibility the company wanted to support its growth and this was a great challenge.

Edita was in need to increase information transparency across the enterprise, to optimize the production process and to ease the workflow among its departments.

Unfortunately, Edita previous systems didn't help in achieving its business objectives and they started seeking new solutions, after making many investigations in the market, Edita decided to implement SAP ERP in order to run better its entire business—financials, production, sales and procurement



Looking for an integrated and more comprehensive solution for their business needs

Implementation

ECS started the project preparation with the customer and the requirements were well identified and studied, the project team and the key users were chosen very carefully in the targeted business areas. Top management main concern was to ensure that SAP ERP system will enable them to increase revenue and improve profitability and run production process more efficiently.

ECS has helped the company to successfully deploy its new SAP-based enterprise resource planning (ERP) system on time and on budget in 8 months.

Results

With SAP, Edita gained better control, visibility, and management in several business processes. There is an increase in production efficiency, and less time to deliver and receive goods.

Now, Edita's productivity is higher along with customer satisfaction. It has better inventory control and out-of-stock situations are minimized. There is an improvement in financial data and reports that save accounting time and executives can now control their budgets and costs.

Today

All Edita products are being exported at the moment to the MENA region and it is looking forward to develop regional existence. Now, Edita brands and products are distributed all over Egypt and more than 15 other markets in the Middle East & Africa.



Better inventory control and reduction in out-of-stock situations