

Good pedigree

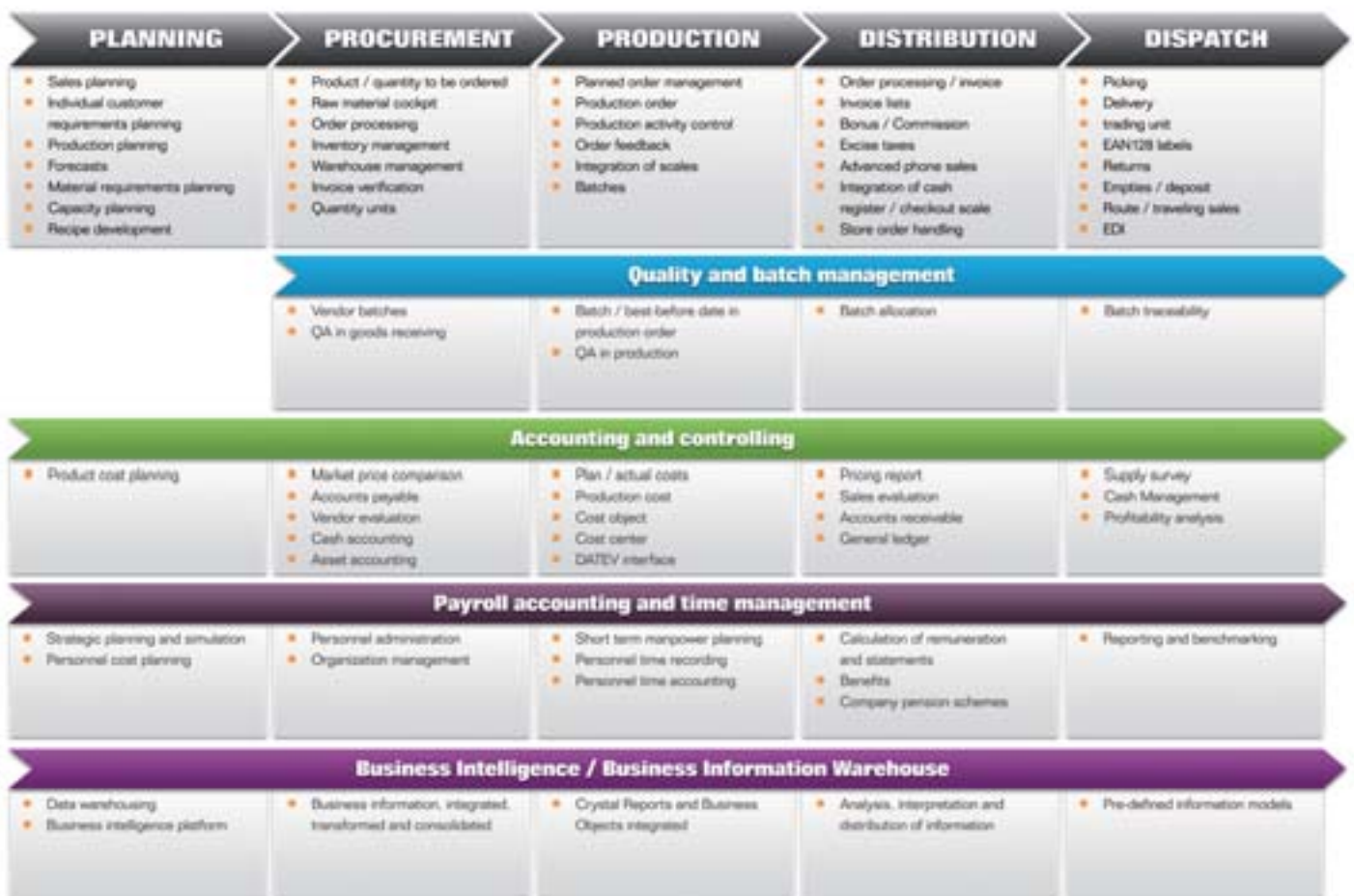
ECONOMIC JOURNALS OFTEN ASSOCIATE SAP, THE WORLD'S LEADING PROVIDER OF BUSINESS SOFTWARE, WITH LARGE BUSINESSES ONLY. HOWEVER, SAP ALREADY OFFERS A SPECIFIC SOLUTION FOR THE BAKING INDUSTRY

In a small series of features, baking+biscuit international will highlight the philosophy and implementation of this SAP solution.

+ A summary of SAP's vision could be, "From the basic to the special". The Enterprise Resource Planning (ERP) system developed by the company from Walldorf, Germany, is virtually the reference product for all other applications. It shows all business processes for any type of company and includes all key elements such as sales, purchase, storage, production, transport, financials and human resources. Originally the system was adapted to different key industries in production and trade before it was shaped to the requirements of special industries such as food, automotive and heavy industry. External partners then took this system to develop highly specific industrial packages. This shared work has several benefits: The fundamental principles are further developed and maintained by SAP which ensures that the system will be still available in an up-to-date form in 20 years; that it has an international and competitive level and that important developments are always

included. The external partners, with their specific knowledge of the industry, ensure that each development is thoroughly tested for suitability and that the specific requirements from this particular industry are taken into consideration and included in the development work.

However, the main advantage of this integrated solution is that it functions without interfaces. An example is that nobody has to transfer data from the accounting or the human resource department to the financial management in order to be up-to-date. Instead all data are available to all departments of the company the minute they have been entered because all the information is stored in one single database. Everybody has the same up-to-date data which can be linked later on, for example to customer relations management and supplier management for procurement. This indicates the raw materials that need to be ordered and takes into consid-





eration the delivery times and a list of preferred suppliers and also which online calls need to be dealt with for quotes, or the transfer of key controlling parameters as dash board to the iPhone of the managing director.

The joint database ensures that the data has to be entered only once and that everybody can access it depending on the hierarchy for his/her planning or the handling of operational processes. Added to this, the database guarantees an ongoing documentation of all processes.

The SAP Business All-In-One solution for bakeries, developed by RS Reengineering Softwaredesign AG, Potsdam, Germany, covers the following fields:

- + Purchasing, raw material procurement and payment transitions
- + Material management and incoming goods management
- + Production planning including sales planning, capacity planning and forecast
- + Control of the production process, optimization, paperless production
- + Quality control, batches and best-before dates
- + Sales and distribution including telephone sales
- + Finances and controlling
- + Inventory control, returned products
- + Order picking, transportation and route planning
- + Store order handling
- + Returnable packaging and returns handling
- + Continuous batch and quality management
- + Information system (Business Intelligence)

including the database required. The basic packages with five professional users cost a one-off fee of 16,000 Euros. Each additional user costs 1,300 Euros. Each SAP user must have a database license, for example one of the databases MS-SQL-Server (Microsoft), MAX DB (SAP's own database), DB2 (IBM) or Oracle. The maintenance of the soft-

ware costs a monthly fee of 1.7% of the license price according to the list. The software runs on common Microsoft-Windows hardware. As an additional module, the customer relationship management (CRM) can be purchased at 9,900 Euros for up to 60 users. A wage accounting program including time management and applicant data administration costs 7,500 Euros for up to 500 master records. Added to this, RS Reengineering Softwaredesign AG has created the opportunity to include scales, cash registers in the outlets or scanners for warehouse management which costs 400 Euros for each user.

The company implements and services the software within the German speaking areas itself and on an international level this is done, based on the different language and country versions, by local offices and partners of SAP in cooperation with RS Reengineering Softwaredesign AG. +++

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