

Hela Gewürzwerk Hermann Laue GmbH, Ahrensburg

Hela found the secret recipe for future success: it.consumer by itelligence

»The successful rollout of SAP by itelligence AG not only provides a great foundation for more transparent and efficient processes, it also acts as a stepping stone to sustainability and expansion in our application environment. We're proud of that. «

Michael Voigt, Commercial Director, Hela Gewürzwerk Hermann Laue GmbH

During its over 100-year company history, Hela's ideas and innovations drove its growth from a small tripe and spice dealer to an international company. Its success is not based on spices and spice mixes for meat processing alone: portioned condiment packages for food and drink, and the famous Hela Gewürzketchup (spice ketchup) – which revolutionized the German ketchup market when it was introduced 50 years ago – have contributed just as much.

Today, Hela's customers include not only butchers and meat processing companies; it also supplies global food manufacturers, catering companies and retail chains. Hela delivers to over 60 countries worldwide.

Hela's Board of Management decided to make the complex processes along its entire value chain more future-proof with an integrated SAP solution.

Hela Gewürzwerk Hermann Laue GmbH

Founded in 1905 as a mixed-spice producer, Hela Gewürzwerk Hermann Laue GmbH is a global success story: Beyond developing a wide range of spice mixes for meat processing, the company produces almost 4,000 different spice mixes for catering companies, airlines and suppliers of global food corporations. These include portion-sized sachets of salt, pepper and sugar. In 1963, Hela introduced Germany to its spice ketchup – 30,000 tons of it are now produced each year. Besides its headquarters in Ahrensburg, Hela's 610 employees work in production facilities on virtually every continent.



Name:
Hela Gewürzwerk Hermann Laue GmbH

Industry:
Food industry

Products:
Ketchup, spice ketchup, spice sauces, mixed spices, marinades, varieties of soups and sauces, etc.

Company Size:
610 employees, 370 of whom are SAP users

Turnover:
165 million Euro (2012)

Headquarters:
Ahrensburg

Subsidiaries:
Worldwide

Previously, the various divisions had been virtually autonomous, even using different individual IT solutions. It was virtually impossible to implement consistent, transparent processes. Hela wanted a new solution – a forward-looking system that also offered uncomplicated and sustainable maintenance.

The industry solution for the consumer goods industry

"We wanted an IT solution that focused on our needs in the consumer goods industry. In the selection process we saw that itelligence AG's products outperformed the competition," explains Michael Voigt, Commercial Director at Hela. "Our choice, it.consumer, is the SAP Business All-in-One industry solution that maps our operations optimally." A combined itelligence-Hela team created a project structure using the Business Blueprint, which outlined the relevant business scenarios, business processes and process steps. The various SAP modules were rolled out gradually. Financial Accounting and Human Resources came first, followed by Maintenance and Technical Purchasing. Production Planning and Control, Material Management, Warehouse Management and Controlling, Quality Management and Sales were also successfully integrated.

"Migrating the data from the legacy system to SAP was a particular challenge," remembers Michael Voigt. "Our master data was previously managed in five different systems – which caused quite a few headaches. The decisions to make the necessary organizational changes in the company as part of the SAP introduction were not always easy, but in the end we managed to persuade all our employees of the benefits of the standardized solution and the resulting changes in processes and organization."

However, one custom solution was retained: The field sales solution that had grown over years was customized specifically for the requirements of the team. it.x-mobile, an in-house development by itelligence, serves as the interface to mobile devices. Its mobile sync engine ensures that the data is synchronized efficiently. Additional developments by the itelligence team connect scanners via ITSmobile and harmonize the interface technology using SAP PI.

A high-security hardware strategy

A new server and database technology run all processes. Using 100% virtualization, the hardware can switch the SAP server, data storage and networks from server to server without downtime. Even if half the hardware should fail, users will not notice. "In addition to the security, we also benefit from a high level of process integration," says Michael Voigt. "Together with itelligence, the Business Operations and Project Management teams found the motivation and commitment to make this project a success." Voigt is already looking to the next steps: "We want to make the most of this potential to generate further synergies with itelligence."

Facts & Figures

Project: Rollout of the itelligence SAP industry solution it.consumer and it.x-press
SAP modules used: FI, CO, HR, MM, PP-PI, PM, QM, SD and WM

Benefits:

- Rollout of the integrated SAP standard solution with a best-practice approach
- Consistent, transparent control of all business areas
- Standardized and reliable master data
- Optimized cooperation with partners

