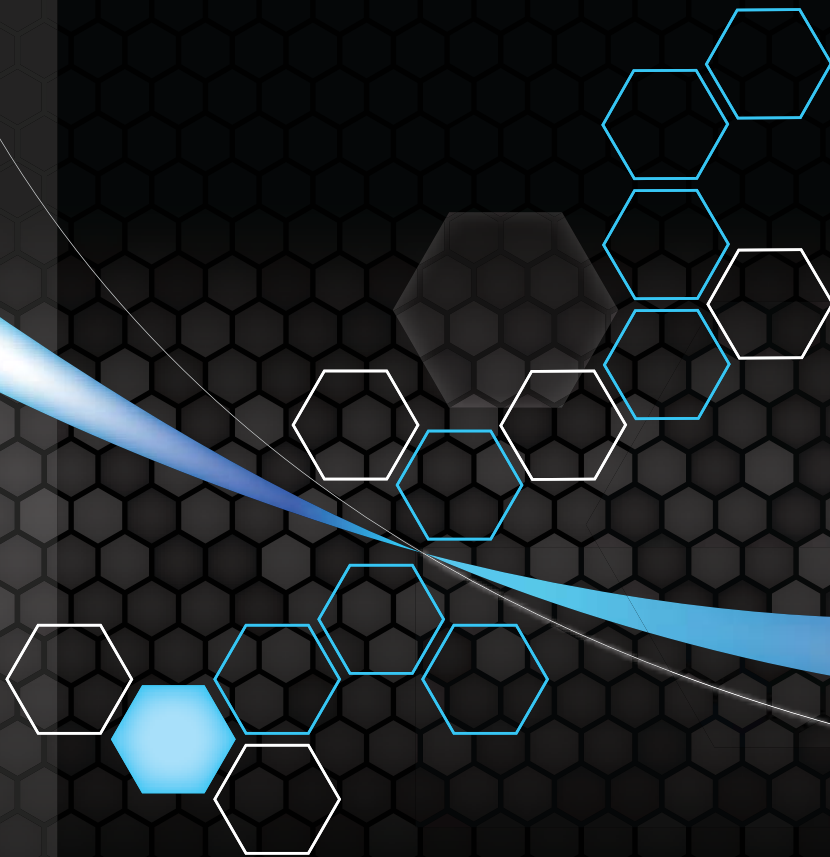


Ramco Co-Creates with Hero AG to Keep Profits Growing



Ramco: Co-creation is at the core of everything we do

Ramco Systems, a leading provider of flexible business and technology solutions, helps Global 2000 companies innovate and win. Its uniquely collaborative co-creation process results in enterprise solutions that fit like a glove, and integrate seamlessly with any other technology systems, platforms and applications.

With complete end-to-end integration of business processes, a system that dynamically adapts to business process changes, and actionable business intelligence that reveals the impact of those changes in real time, corporate leaders can now enjoy the freedom to focus on their business rather than its technology. Leveraging a growing repository of over 1,000 re-usable enterprise class components for rapid implementation, and its revolutionary transaction and analytics platform, Ramco delivers true business process flexibility and operational change-on-demand to more than 450 customers worldwide.

Co-creating with a leading food & beverage manufacturer to grow their market

Hero AG is a leading brand food producer headquartered in Switzerland, with a rich history of over 120 years in business. The company is a major player in fruits-based products such as fruit juices (their biggest product line), infant nutrition, and cereals, and is considered one of the best fruit preservers in Europe. With operations predominantly in Europe, North America, the Middle East and Africa, the organization is comprised of approximately 4,000 employees in more than 30 countries.

As a company committed to innovation, Hero AG is constantly seeking to find ways to increase productivity across different functions due to stiff competition from similar food industry giants. The industry is a constant

cycle of diminishing operating margins, and the key to edging out the competition is a streamlined supply network and optimized production processes—which depends on effective and efficient forecasting and production planning.

To do this, Hero AG would need to overcome some important challenges, including a multi-tiered sales and distribution structure spread across the globe, and a high level of human intervention that complicated the planning process. Additionally, forecast and stock information were disbursed throughout different geographies in different ERP applications, making data consolidation for production planning purposes next to impossible.

Ultimately, keeping up and getting ahead meant Hero AG would need to equip its centralized production unit in the Netherlands with organization-wide visibility and meaningful data to facilitate accurate forecasting. It would also need to:

- Reduce manual intervention in the production planning process
- Maximize the returns from its supply chain and distribution setup
- Synchronize a diverse network of vendors, customers, manufacturers, carriers, and many other stakeholders—all of whom had different complex objectives, and different tasks to perform
- Have the ability to adapt to new product management strategies, new product hierarchies and/or new business policies

In order to address these business needs, Hero AG turned to Ramco to co-create a revolutionary technology solution that could provide maximum flexibility, scalability, and seamless integration. The solution would be designed to:

- Integrate with existing stand-alone packages across various locations

Co-create. Innovate. Win.

- Incorporate state-of-the-art solution techniques such as RFID and web services
- Completely replace their existing solution
- Accommodate new market needs through a highly flexible architecture

Ramco's customized solution delivers the goods—and the ROI

From the beginning, Ramco worked closely with Hero AG to clearly determine the success factors for implementing the right solution. Factors such as top management commitment, an extensive scoping process to understand the nuances of the business, detailed prototyping and well-documented solution requirements would all be essential. Scenario testing with customer-provided data, a well-managed change request process, and benchmark testing of performance under various volume and concurrent usage situations were also part of the path to success.

With these factors identified and extensive due-diligence completed, Ramco was able to deliver a glove-fit solution for Hero AG. The custom-built solution for inter-company supply chain planning spanned Rough Cut Capacity Planning (RCCP), Master Production Scheduling (MPS), Finite Scheduling and Demand Management. Additionally, a custom central supply chain management solution was architected to realize maximum returns on Hero AG's supply chain and distribution setup.

Additional solution highlights included:

- Integration of disparate systems spread across multiple locations and technology stacks
- A single, consolidated data hub for analysis relative to production plan
- Support for 24 x 7 operations

Keeping a leader where it should be: optimized for success and ahead of the competition

Ramco's totally customized, co-created solution optimized the company's production capabilities. Now, distributors and customers get what they want, when they want it, and the company stays profitable and ahead of the competition.

Additionally, the solution delivers integrated planning across geographies, contributing to Vendor Managed Inventory (VMI). On average, it has reduced backed-up inventory from five weeks to two weeks, which has resulted in the reduction of end products being rejected due to expiration dates. Finally, the solution has helped the company increase service levels and better respond to the demand-driven replenishment needs of Hero AG's customers.

While the system supports 40 named users and 15 concurrent users, Ramco created it with infinite scalability in mind. In an industry where timeliness is everything, it took only 7 months to equip this organization for infinite future success with a comprehensive, flexible solution.



Co-Create with Us!

While this game-changing solution was uniquely developed for a leading food & beverage manufacturer, our co-creative approach can deliver the same winning results for you, whether you're in the food & beverage industry, logistics, manufacturing, aerospace, financial services or any other industry.

Visit ramcocreate.com, call **1.800.4RAMCO1** or e-mail us at innovate@ramco.com to co-create with us on your next generation enterprise class solution.