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Seeking greater insight into their financial information, Nutricia Export moved away from their reliance on spreadsheets and used advanced Corporate Performance Management (CPM) software from Prophix to yield the benefits of automating their business processes.

Customer background

Nutricia Export B.V. develops markets for the distribution of Danone Baby Nutrition products by partnering with local stakeholders in multiple regions around the world.

Recognizing the challenge

With a constant need for insight into their growing company's information, the business leaders at Nutricia Export realized that their reliance on spreadsheets generated an excessive workload, as well as a large number of file versions. Utilizing advanced CPM software would enable them to monitor their sales and their inventory levels, and to forecast numerous data sets for their

network of global distributors. After reviewing the available options, Nutricia Export's supply chain and finance team selected Prophix as their vendor of choice.

Implementing a solution

The phase one deliverables for Nutricia Export's implementation involved the solution's alignment with their database for sales and stock levels, the creation of data exchange templates to automate the connection between their ERP

and Prophix, development of replenishment calculation sheets for ensuring optimal inventory levels, and the refinement of workflow processes to guide the automated movement of important information.

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*– Paul Hehenkamp
Supply Chain Director
Nutricia Export*

Prophix Case study

Quick facts

Industry

Wholesale and distribution (food)

Company overview

Operating since 2012

Head office:

Zoetermeer, the Netherlands

Annual revenue:

> \$65 million (USD)

Employees: 25

ERP: Exact

ROI

- Improved data quality and removal of their manual workload
- Full interaction with their ERP system, which allows them to analyze their sales information from a multitude of angles
- Simplified security controls that enable the organization to restrict access to important and confidential data based on user permission levels
- Automated distribution of advanced reports to their network of global distributors





According to Paul Hehenkamp, Nutricia Export's Supply Chain Director, "Prophix essentially pre-builds their software, so we only needed to configure the solution for our needs, rather than oversee a larger customization project. This, of course, saved us money on the front end and enabled us to learn a significant amount during the course of two 2-day workshops."

Benefits

Hehenkamp explains, "Prophix has helped us with the unique requirements of our industry by allowing us to configure the solution exactly in line with our required business model. This has made a major impact at the operational level by improving our data quality and lessening our manual workload. In the past, we exchanged almost 100 spreadsheets, and the process was hardly seamless."

A major feature of Nutricia Export's solution involves Prophix's interaction

with their ERP system, which holds the company's transactional data (their orders). Prophix exports this data into reports, which their distributors around the globe can review with ease. At the head office level, Nutricia Export generates local sales and stock reports, and well as workflow progress reports that allow them to monitor the status of their financial processes.

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With increased access to data, which also arrives to them at a faster pace than before, the company now has

a clear view of their company's performance. Hehenkamp says that Prophix's security features help in this regard. "Prophix has given us the ability to build standard input templates for dozens of offline (basic) users, while simultaneously allowing us to restrict access to important and confidential data based on user permission levels. This means that unauthorized users will never be exposed to information that they're not supposed to see."

In the near future, Nutricia Export's business leaders plan to generate other advanced reports and plans, from tracking conventional supply chain features to modeling financial aspects of their business at the detailed level. For a young and growing company with touch points around the world, they will almost certainly develop more innovative processes using the capabilities that Prophix provides.



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