

Managed SAP services unlock value for all CSM Ingredients brands



Client profile

CSM Ingredients is an international leader in the baking industry, producing one of the industry's broadest ranges of products. Their best-in-class ingredients and solutions reach artisanal and industrial bakeries as well as retail and food-service markets. With more than 1,320 employees serving customers in over 120 countries, CSM Ingredients maintains a global footprint of 7 manufacturing sites, 7 product development centers and 3 innovation centers of excellence.

When CSM Ingredients split from their parent company, they started with a highly complex SAP environment. As part of their overall digital transformation strategy, they wanted to simplify the management of this environment while benefiting from the full range of RISE with SAP capabilities. Because their small, in-house IT team did not have the capacity to manage RISE with SAP, they brought in NTT DATA to manage the solution for them. With deep expertise in SAP and a detailed understanding of the CSM Ingredients business, we were able to build a solution to modernize their business processes, reducing costs and positioning them to support business growth.



We started with a very complex IT system landscape. It was difficult for us and management to understand and to compare the different brand values and KPIs. From there, we embarked on our journey to streamline the processes and simplify technologies.”

Eduardo Silva
CIO, CSM Ingredients

Business need

Consolidating a complex global IT landscape

CSM Ingredients was launched in April 2021 following the completion of a private equity agreement. The company manufactures ingredients primarily for the confectionery and baking industry. They are a key supplier of ingredients used in the final products companies sell to their consumers, and they sell only to other businesses.

When they split from their parent company, they inherited a complex IT landscape, using various SAP components. While the larger company had the necessary staff complement to manage this system, this was not the case for CSM Ingredients.

Outsourcing the management of their SAP environment to an external provider would enable their internal IT team to focus on their overall strategy for digital growth and business process transformation.

Solution

Streamlining operations and enhancing efficiency through specialized skills

SAP is a powerful tool and leveraging it to unlock the benefits of actionable insights, process automation and managing sustainability takes specialized skills, such as knowing how to work with SAP's SLAs. SAP is critical to CSM Ingredients' manufacturing environment, logistics and consistent communication with customers – in other words, to their enterprise resource planning (ERP) and customer relationship management (CRM).

The manufacturer uses SAP S/4HANA across their global operations. Having a partner who manages interactions with SAP relieves much of the burden of following up on tickets as well as optimizing their return on investment in SAP. This means the organization can widen its focus on strategy and using the system to meet its overall goals instead of mainly actioning tickets.

Internally, this created an appetite to tackle additional projects, which have to stay within budget. Since investing in IT by using a partner to manage services was new, the business had to be educated on how this investment would benefit them in the long run.

"You really have to educate business users to adopt new ways of working to drive efficiency. The business benefit is to have more people spending time on analyzing information, while creating information becomes more automated," explains Eduardo Silva, CIO of CSM Ingredients.

We also architected and implemented an archiving solution to create redundancy and improve safety.

Outcomes

Enabling the modernization of CSM Ingredients' business processes

CSM Ingredients has been able to accelerate the modernization of their business processes. With a more flexible environment, they're able to support the business as it expands and evolves.

Managing SAP as part of a digitization journey

CSM Ingredients can take advantage of the business insights and automation capabilities of SAP and our expertise in managing SAP products and processes to maximize their ROI in SAP.

Combining business knowledge and SAP knowledge

Having a partner that understands both CSM Ingredients' operations and SAP allows business problems to be resolved more quickly.

Complementing the SAP solution

The archiving solution that NTT DATA designed and implemented ties in seamlessly with the SAP solution, protecting critical data and information stored in SAP. This information can be recovered easily in the case of data loss or system failure. With the business relying on SAP for every part of their operations, this capability is critical in ensuring the continued success of the organization.

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