

## CASE STUDY

# ELECTROLUX PROFESSIONAL GROUP

Electrolux Professional Group is a global leader in the manufacturing of professional solutions for foodservice, beverage, and laundry applications. With a broad product portfolio, an international presence, and a worldwide distribution network, the company stands out for its constant focus on customers, innovation, efficiency, and quality.

Its mission is to support Ho.Re.Ca. and laundry professionals with innovative products and a global service network, making customers' working lives easier, more profitable, and truly sustainable.

## ANALYSIS

The company needed to:

- Ensure global, real-time order dating across the entire distribution network.
- Achieve a service level above 95%.
- Consider not only production capacity but also the actual availability of components.
- Standardize planning processes within an international environment.

## PROJECT

Electrolux Professional Group chose to adopt sedApta solutions, implementing a modular suite covering all planning phases, from long- to short-term:

- **Sales Collaborative & Demand Planning:** structured and collaborative demand management.
- **Inventory Management:** optimization of stock levels.
- **Resource & Supply Planning:** balancing production capacity and supply.
- **Collaborative Supply:** extended collaboration with global suppliers and partners.
- **ATP (Available to Promise):** enhanced into **CTP (Capable to Promise)**, to ensure realistic order dates based on production capacity and component availability.

This evolution represented a true innovation challenge: customer order dating is now based on integrated, real-time information.

## BENEFITS

The results achieved through the adoption of sedApta solutions were immediately tangible. The service level in the areas where the suite was implemented increased to as much as 98%, far exceeding the initial target. At the same time, the company benefited from significant standardization of planning processes, achieving greater efficiency and consistency on a global scale.

This enabled a reduction in operational complexity, improved integration across functions, and increased visibility throughout the entire supply chain, resulting in faster and more accurate responses to market demands.

## WHY SEDAPTA?

Electrolux Professional Group chose sedApta because, following a thorough analysis of its processes and business needs, it clearly emerged as the solution most aligned with the objectives to be achieved. The platform proved to be ideally sized for the company's business, combining an agile approach with a solid and structured framework.

In addition, its ability to operate on a global scale was a key factor, essential to supporting an organization with plants and subsidiaries located in multiple countries worldwide. Thanks to sedApta, Electrolux Professional Group embarked on a supply chain digital transformation journey with a reliable, international solution fully aligned with its growth strategy.



**SECTOR**  
PROFESSIONAL  
EQUIPMENT



**SIZE**  
WORLDWIDE  
EMPLOYEES: 4.300



**TURNOVER**  
+ €1.14 BN



**SEDAPTA MODULES**  
SALES COLLABORATIVE &  
DEMAND PLANNING  
INVENTORY MANAGEMENT  
DEMAND MANAGEMENT  
R&SP  
COLLABORATIVE SUPPLY  
CTP

## About sedApta - Elisa Industriq

sedApta is a global leader in smart manufacturing and supply chain digitalization. Headquartered in Italy with an international presence, it supports over 1,500 manufacturers worldwide in improving efficiency and competitiveness through an advanced software suite.

Since 2024, as part of Elisa Industriq, sedApta has strengthened its technology ecosystem, delivering end-to-end solutions that accelerate digital transformation and sustainable growth.

For more information, visit  
[www.elisaindustriq.com/sedapta](http://www.elisaindustriq.com/sedapta)

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