sedApta group
smart manufacturing made easy

CASE STUDY FOOD&BEVERAGE
BAULI

Born from the craftsmanship of Ruggero Bauli, founder of the business in 1922, **Bauli S.p.A.** has succeeded over the years, thanks to its know-how, passion for pastry quality and technological development, to achieve a strong leadership in the sector of products for Recurrence and Croissants.
In the 1960s Ruggero Bauli was succeeded by his three sons: Alberto, Adriano and Carlo. The company takes the road of development, based on an inseparable combination of original recipe, artisan quality and innovation and achieves a wide turnover, with the subsequent acquisition of FBF of Romanengo in Crema (the most important Croissanteria production company in the territory national) and, in July 2006, of the entire share package of the historic Italian brand Doria known for the production of biscuits and crackers with a production site in Orsago in the province of Treviso.

The secret of Bauli's success lies in having been able to combine the wisdom of artisanal recipes with high technology. Today Bauli ensures a quality guaranteed by high unattainable standards for artisanal production, through the choice of raw materials of the highest level, thousands of controls on the supply chain, from raw materials to the entire production process.
Today **Bauli Group** is a reality that brings together companies motivated by the same continuous and constant pursuit of qualitative excellence, with the aim of obtaining customer / consumer confidence by offering specialization, innovation and service.

PROJECT

Precisely in the perspective of innovation and continuous improvement, in 2015 Bauli began to introduce a Sales & Operational Planning tool that would allow a standardization of methods and tools and provide support to demand forecasting activities for recurring products (Christmas and Easter) and continuative (snacks, biscuits and crackers). Bauli sought, in particular, an agile and flexible application architecture that supported the planners belonging to the three different sales divisions (Continuous, Recurring and Private Label) in the definition of production volumes for Item / Bucket and that allowed information to be shared with Operations.

SOLUTION

The modules identified as constituent elements of the solution refer to the following components of the suite:

- Demand Management
- Inventory Management
- Resource & Supply Planning
- Order Promising
- Web Supply Engine.

The objectives in the medium / long term concerned the introduction of a planning solution with finite capacity in the medium / long term (continuous and recurrent) that would allow for:

- Generate the target stock on the nodes of the production logistics network according to the desired service level
- Generate the Replenishment Plan with infinite capacity on distribution logistic nodes (Hub / Peripheral Deposits) according to the commercial demand and the desired stock targets
- Determine the main production plan with infinite capacity (to be produced) for all sales businesses
- Validate the Main Production Plan with finite capacity according to the availability of resources (definition of the production structures of the factories in the medium / long term)
- Simulate expected stock profiles by product category
- Have visibility, and alarms, on hypotheses of occupied warehouse spaces.

COMPANY
BAULI

SECTOR
FOOD & BEVERAGE

SIZE
5 PRODUCTIVE PLANTS IN ITALY, 1 MAIN DISTRIBUTION CE., 2 REGIONAL DISTRIBUTION CE.

TURNOVER
459,80 MLN€ (2018)

SEDAPTA MODULES
DEMAND MANAGEMENT, INVENTORY MANAGEMENT, RESOURCE & SUPPLY PLANNING, ORDER PROMISING, WEB SUPPLY ENGINE

The objectives in the short term concerned the introduction of a short-term (continuous and recurring) capacity planning solution that would allow for:

- Generate stock objectives (target stock) on the various nodes of the production logistics network according to the desired service level
- Determine the main production plan with infinite capacity (to be produced) for all sales businesses
- Define the priorities of the proposals
- Schedule the current week.

BENEFITS

Medium / Long Term

- Improvement of the level of customer service
- Containment of storage costs
- Analysis of requirements coverage based on active Open Orders
- Generation of Net Material Requirements for Plant / Supplier / Item / Week according to the set up and stock policies
- Generation of Call Offs per Plant - Copacker / Supplier / Item / Long Lead Time Materials Day
- Publication and sharing of delivery orders via WEB

Short term

- Scheduled Production Plan Satisfaction
- Containment of storage costs
- Generation of Call Offs for Plant - Copacker / Supplier / Item / Day of Materials with short Lead Time
- Check the proposed Call Off consistency with active Open Orders
- Logical Shipping Generation for Plant - Copacker / Supplier / Item / Day - Now
- Publication and sharing of Call Off via WEB.

WHY SEDAPTA

- Best of Breed option best among those evaluated
- Modularity of the solution
- “Taylor-made” solution for Logistics Management needs
- Easy integration with different systems and different databases (HANA, SQL Server)
- Portal (WSE) for order management and specifications
- Also present for the Deploy process.