

FOOD & BEVERAGE CASE STUDY

NOBERASCO

Noberasco is a Ligurian food company, leader in Italy in the dried and dehydrated fruit sector thanks to the expertise it has gained in over a century of business. The work in the company of four generations of the Noberasco family has led to a long entrepreneurial adventure, made of passion, enthusiasm and continuous innovation, to always guarantee utmost attention paid to all the qualitative aspects of the supply chain. In 2015, the new production center of Carcare (SV) opened, a plant that covers an area of 70,000 square meters, of which 23,500 are covered, and a refrigerated area for the storage of raw materials, capable of containing 5,672 pallets.

The factory was established with the objectives of:

- » Being able to ride the market growth rate
- » Improve competitiveness thanks to a high technological development of the plants
- » Making industrial activity more sustainable
- » Strengthening ties with the territory.

Today there is no longer an operator who works with forklifts to handle materials inside the plant. There is only the guiding laser network, which operates according to the logic that is defined first by the planning activity and then by the interfacing with the ERP.

Noberasco today produces in this unique production plant and serves both large-scale retail trade and customers (distributors).

SOLUTION

Noberasco has implemented the following sedApta suite solutions integrated with the ERP software developed ad hoc on AS400:

- » Demand Management
- » Inventory Management
- » Resource & Supply Planning
- » Factory Scheduling.

Main objectives:

- » Anticipate commercial demand by generating a reliable forecast, managing and sharing promo plans, managing continuous product recoding (Demand Management)
- » Identify the commercial demand and the correct Safety Stock, keeping the immobilized capital under control (Inventory Management)
- » Identify the main critical issues in terms of production capacity, support the company management in strategic choices (capacity purchase, temporary work, holidays, etc.); identify any commercial policies; define purchase plans for crops and packaging; define the correct supply plans; improve the stock rotation indexes; generation of the weekly production plan (Resource & Supply Planning)
- » Optimize production flows; manage the constraints related to raw materials; manage the daily operation of the weekly production plan (Factory Scheduling).



COMPANY
NOBERASCO



SECTOR
FOOD & BEVERAGE



COMPANY SIZE
1 PRODUCTION PLANT
70.000 MQ
150 EMPLOYEES



TURNOVER
€ 135 MLN (2017)



SEDAPTA MODULES
DEMAND MANAGEMENT,
INVENTORY MANAGEMENT,
RESOURCE & SUPPLY PLANNING,
FACTORY SCHEDULING

ACHIEVED RESULTS

The implemented solution (based on the verticalization of the sedApta suite modules) allowed the company to:

- » Generate sales forecasts at sales / item / week level
 - » Define the stock level targets on the central warehouse according to the adopted stock policies
 - » Determine the main production plan with infinite capacity, based on sales forecasts, stock targets, stocks and confirmed production plans
 - » Perform medium / long-term planning with finite capacity to size the production system and the main purchasing plan
- » Generate work plans optimized in the very short term (for example on formats, packaging, etc.) depending on the production capacity, the required equipment and the limits of contamination of the lines
 - » Report production orders.



MATTIA NOBERASCO
CEO

The story with sedApta is a very profitable and long story for us, a reference partner, especially with regard to the evolution we have had as a company in the last 10 years.