



# AGRICANTUS

## HAS CHOSEN SAP TO DEVELOP ITS BUSINESS AND INCREASE ITS EFFICIENCY

“We have decided we must evolve together with the market, so we started looking for a supplier for an application that can keep track with the development of our business.”

Florin Sanda, Manager of IT for Agricantus



### SUMMARY

#### Company

- Name: AGRICANTUS S.A.
- Location: Bucharest
- Industry: food distribution
- Products and services: fruits and vegetables
- Website: [www.agricantus.ro](http://www.agricantus.ro)

#### Challenges and opportunities

- Data and process integration into a single system
- The parametrization of SAP Business All-in-One system so that it observes the specific requirements of the field of activity
- Implementation based upon a fixed calendar as any delay would have led to the postponement of receiving the SAPARD financing
- The activity must continue according to the set plan, as any downtime would generate losses due to the perishable merchandise.

#### Objectives

- Business processes standardization
- Modernization of the mechanisms used by the logistics and distribution department
- Process streamlining and their management in an integrated manner

#### SAP solutions and services

- **SAP Business All-in-One**

#### Implementation characteristics

- The implementation was performed without any downtime in the current activity
- Adapting the SAP functionalities to the customer's specific requirements. The customer kept part of the procedures that it was using previously; the consultants adapted the SAP standard modules to these specific needs

#### Why SAP

- The SAP system offers the information required for an efficient management of the company
- The existence of solutions adapted to the specifics of companies in the field of distribution
- Its flexibility and scalability
- Fixed implementation time

#### Benefits

- Going from using more heterogeneous systems to one that is perfectly scalable and centralized, increased the efficiency of the distribution network
- Investment in the SAP system automatically means an increase in the company value
- Reporting financial indicators by the shareholders is much more transparent

#### Implementation partner

- Fair Value

#### Existing infrastructure

- An independent system

- Database: Oracle

- Hardware: Intel servers

- Operating system: Microsoft

# AGRICANTUS

## STOCKS OF THOUSANDS OF TONS OF FRUIT AND VEGETABLES ARE EFFICIENTLY MANAGED WITH SAP BUSINESS ALL-IN-ONE SOLUTION

According to studies, more than half of the Romanian families regularly shop in a supermarket/hypermarket, and fresh fruit is among the most sought after products.

The fruit and vegetable trade represents a very dynamic business, whose management requires an extraordinary capacity to react and organize.

Agricantus, one of the most important distributors of fresh fruit and vegetables in Romania, distributes each month

The international dimension of Agricantus involve the necessity of using an IT business management system that streamlines the logistics and distribution chain.

The company imports fruit and vegetables from Holland, Germany, Italy, Greece, Spain and Turkey, as well as from South Africa, Argentina, China and Egypt. Aproximately 60% of the deliveries are meant for the large distribution networks in Romania.

“Initially, we worked with an offline ERP application supplied by the company Unisoft”, remembers Florin Sanda, the IT manager of Agricantus. “We decided to evolve together with the market, so we started to look for a supplier that would provide an application that could keep up with the development of our business”, he adds.

### To increase efficiency, Agricantus chose SAP

A company managed with an integrated solution for business management becomes more efficient due to the reduction of the reaction time in case of changes. The coordination of activities within the company is easier, company activities are easier to carry out and the essential information about the company’s resources are supplied in real-time.

Once these prerequisites were determined, Agricantus selected the supplier. The process started in the middle of 2005, when ten companies submitted tenders, and the final selection was finalized at the end of 2006, when Fair Value, partner of SAP Romania, was chosen to supply the application.

The choice was also influenced by the launch of SAP Business All-in-One, during 2006, a preconfigured solution aimed at small and medium enterprises. Also, Agricantus benefited from financing from SAPARD funds, which significantly reduced the investment effort of the beneficiary, while also imposing a fast implementation rhythm to ensure financings.

“We are satisfied by our collaboration with Fair Value, with the fact that they observed the deadlines and with the professionalism they employed during the project. Also, I believe that the main benefits of the SAP application are its traceability, the possibility of creating data history, respectively its capacity to integrate data – this, I believe, is the most remarkable functionality of the application.”

Gizem Cordan Deletioğlu, Operations Director Agricantus

160,000 crates of bananas and another 1,250 tons of other fresh fruit and vegetables, connecting eight storage locations at a national level and several supermarkets, hypermarkets, small stores or retailers.

This amounts to a significant turnover, because a fleet made up of twenty 20-ton trucks, four 10-ton refrigerator trucks and five 3.5-ton refrigerator trucks ensure the transport of fresh fruit from the national storage locations to the final beneficiaries – the retail stores.

Agricantus has two main storage locations, one in Crevedia and another one in Buftea, both the result of a total investment of USD 12 million, while another storage facility is located in Cluj.

With such an activity and such a fast turnover, Agricantus faced the need to improve its reaction speed and to use a software application that allows its employees to also work in an online environment.



“Usually, the implementation that follows the installation of the ERP application from SAP is the Business Intelligence one, developed by an American company, Business Objects, owned by SAP, which allows the listing of integrated reports from multiple sources.”

Metodiu Mehmet, Director General of Fair Value

“One of our priorities was deciding the stages for all processes, so that the application setup perfectly matches our business model. The initial stage of the process, the analysis one, lasted the longest and was the most complicated stage of the entire process. Once this stage was overcome, the implementation was much smoother”, explains Florin Sanda.

As for the company in charge of the deployment, Fair Value, Gizem Cordan Deletioğlu, Operations Director with Agricutus, says that “we have appreciated the capacity of the SAP partner to complete the project on time, to observe the deadlines, all the more since this was crucial to us due to the completion and reporting deadlines imposed to us by SAPARD, so that we could obtain the financing”.

### Efficient stock management solution

Another reason for choosing SAP was the adaptability of the SAP Business All-in-One business management software solution. Metodiu Mehmet, General Manager of Fair Value, explains: “Another important reason for which Agricutus has chosen SAP was the fact that it operates with different measure units for the same merchandise. For instance, they bring tons of oranges into the storage facility and sell them by the tens of kilograms. SAP allows working with stocks expressed in different units of measurement.”

Most companies that deploy a software business management application do not do this, necessarily, in order to replace

existing procedures and systems, but to carry on doing the same business in a more efficient manner.

“The way in which we organize our business is, for most part, the same as it was before deployment of the SAP solution.

During the pre-implementation stage, processes whose performance could be improved were highlighted.

“We worked as a team, with several distributed roles. We worked on the basis of the SAP implementation methodology, which helped us to accelerate the implementation.”

Florin Sanda, IT manager, Agricutus

So, the current activity within the company has improved, taking into account that all business processes are monitored with the help of the online application, offering us the possibility to access in real-time information about sales, the financial situation or various logistics issues”, explains Gizem Cordan Deletioğlu, Operations Director at Agricutus.

### A successful implementation, financed from SAPARD funds

Based upon a very good collaboration between the beneficiary and the supplier, the implementation was finalized in the period set through agreement. The feared deadlines imposed by the SAPARD inspection were observed without a minute of delay.

The SAP application implemented by Fair Value at Agricutus provides an electronic interface for connecting to the banks Agricutus works with, for payment processing and other electronic

applications. The hardware system was also provided by Fair Value and it was made up of configured servers, barcode reading and printing equipment or wireless modems for the scanning equipment.

The application also contains a storage location management module, with integrated work functionalities with barcode scanning equipment and automated transfer of the information into the application. This option means the installation of new scanning equipment in all eight Agricutus storage locations.

Gizem Cordan Deletioğlu, Operations Director at Agricutus, concludes:

“Using SAP is not at all complicated, due to the fact that system integration of all the departments and especially of the business processes allows the tracking and traceability of all activities. We now know in real time what happens to our stocks, because speed is very important in the fresh fruit business. Also, we can rapidly control the incoming and outgoing payment and the history of each business partner.”

## Despre SAP

Compania SAP este liderul mondial în furnizarea de soluții informatice pentru afaceri. SAP a folosit bogata sa experiență pentru a oferi o gamă completă de soluții care vin în întâmpinarea tuturor aspectelor de afaceri.

Prin utilizarea soluțiilor SAP, organizații de toate dimensiunile – inclusiv companiile mici și mijlocii – își reduc costurile, își îmbunătățesc performanța și câștigă agilitatea necesară pentru a se putea adapta schimbărilor din mediul de afaceri.

Soluțiile SAP sunt soluții specifice, adaptate domeniului de afaceri al companiei dumneavoastră, și nu soluții generale; soluții integrate care furnizează funcționalități complete, și nu aplicații parțiale; soluții ușor de implementat și de administrat, care pot fi extinse odată cu dezvoltarea companiei.

## Despre Fair Value - Partener SAP Gold

De peste 10 ani, Fair Value furnizează soluții complexe de afaceri bazate pe SAP, cea mai puternică suită de business pe plan global.

În 2007 Fair Value devine SAP Gold Partener, fiind în prezent cel mai reputat partener SAP în mediul privat, cu peste 30 de implementari complexe în companii de toate dimensiunile în verticale ca retail și distribuție, servicii, construcții sau producție.

Pe lângă servicii de consultanță în implementarea soluțiilor de tip ERP, CRM și eCommerce, Fair Value își dezvoltă propria proprietate intelectuală pe noile tehnologii SAP, cum ar fi aplicații mobile, soluții de managementul performanței și BI.

[www.sap.ro](http://www.sap.ro)

FAIR VALUE COM  
Calea Floreasca Nr. 55  
Clădirea Grand  
Offices, Etajul 3  
Sector 1 București  
Telefon: + 40 021 233 4437  
Email: [marketing@fairvalue.ro](mailto:marketing@fairvalue.ro)