



Vrancart

Supports its business strategy with SAP Business Intelligence solutions, implemented by Fair Value

“The collaboration went according to the agreed terms, the proposed implementation plan is very close to the one that was achieved, which proves the experience that Fair Value has gathered before the implementation of our project.”

Viorel Sandu, Vrancart IT Manager



SUMMARY

Company

- Name: VRANCART
- Location: Adjud-Vrancea
- Industry: manufacturing
- Products and services: waste paper collection, processing/recycling and manufacture of new paper products (corrugated cardboard, paper and cardboard packages)
- Turnover: EUR 43.8 million
- Website: www.vrancart.ro
- Partner: Fair Value www.fairvalue.ro

Main objectives

- The possibility of having an overview of the entire business
- Optimizing company performance
- Automatic generation of intuitive reports for the production and sale area
- Tracking average production costs for various types of products
- Tracking profitability on various business lines
- The capacity of creating new reports, by various users, without having complex IT knowledge

Solution used

- SAP Business Objects

Implementation partner

- Fair Value

Why SAP?

- The SAP system offers the required information for an efficient company management
- The existence of appropriate solutions adapted to the specifics of manufacturing companies
- Its flexibility and scalability
- World leader in the field of interactive data analysis

Benefits

- The investment in the SAP system automatically translates into an increase of the company's value
- Reporting financial indicators to the shareholders is done in a much more transparent manner
- Support making decisions at management level, based on exact monthly reports
- The possibility of creating complex what-if scenarios

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With more than 37 years of experience, **Vrancart Adjud** is one of the important producers of corrugated cardboard, paper for corrugated cardboard and hygienic tissue paper in Romania.

Made from recycled waste, the Vrancart products are biodegradable and they have no negative impact on the environment, which shows a permanent preoccupation for protecting nature and the environment.

Vrancart currently recycles more than 30% of the total waste paper collected at national level through its 15 own centers opened in the country.

Due to the diversity of its products, Vrancart is present on several market segments and industries. Among these we find the food, fabrics, furniture and construction material industry, as well as the cosmetics and hygienic products industry.



“Due to the implementation of business intelligence solutions, we can create comparative profitability reports and analyses, much more accessible for the the management”

Viorel Sandu, IT Manager of Vrancart

Also, Vrancart currently has partnerships with the major Romanian retailers, among which Auchan, Billa, Cora, Metro, Penny etc.

This large array of customers and partnerships creates the issue of managing and aggregating a large flow of data regarding the production costs, sales etc.

On the other hand, the company wants to become the most important cellulose fiber waste recycler, as well as the most important depollution agent in Romania.

An essential step towards reaching this objective is the possibility of having an overview over the entire business.

Fair Value met these needs by implementing the business intelligence solution developed on SAP platform.

This solution offered the possibility of automatically creating profitability reports for production areas and sales, on the basis of which the performance of the Vrancart company is managed and optimized.

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The analytical solution used is more useful since Vrancart is a company listed on the Stock Market, where financial results are closely tracked by the shareholders.

Furthermore, since the company is undergoing a continuous expansion that covers several fields of activity, the necessity of an analytical and predictive solution was greater than ever.

- ✓ The analytical solution developed by Fair Value allows tracking of the total production of paper and corrugated cardboard, the average manufacturing costs, as well as the average delivery prices.
- ✓ Also, the analysis of the waste paper collection centers can offer vital information about the most efficient and profitable collection centers.
- ✓ The large data volume and, implicitly, the more than 100 performance indicators targeted by Vrancart, are represented after the implementation in a much more intuitive way, as dashboards and charts, easier to track and analyse
- ✓ Another feature of the solution is related to the specific reporting of the sales area. Thus, reports regarding the evolution and volume of the sale for each retailer can be created, but also profitability analyses for the three business lines. Maybe the most significant benefit is the possibility of evaluating the various scenarios, with the purpose of better forecasting and planning of the activity.
- ✓ All this information can be directly accessed by the management, which speeds up the reaction to the possible market changes. The application also ensures the reduction of the manual data processing, due to the automation and integration of the reporting processes, while also eliminating redundant data.

About SAP

SAP is the leading supplier of IT business solutions in the world. SAP uses its extensive experience to offer a full array of solutions for all business needs.

By using SAP solutions, enterprises of all sizes, including small and medium enterprises, reduce their costs, improve their performance and gain the ability to adapt to the changes in the business environment.

The SAP solutions are specific solutions, customized to your company's field of activity, and not general solution; integrated solutions that provide complete functionalities, and not partial applications; solutions that are easy to implement and manage and that can be expanded as the company develops.

About Fair Value

For more than 10 years, Fair Value provides complex business solutions based on SAP, the most powerful business suite in the world.

In 2007, Fair Values becomes SAP Gold Partner and currently is the most reputed SAP partner for the private environment, with more than 30 complex implementations in companies of all sizes, active in fields such as retail and distribution, services, constructions or production.

Besides the consulting services for the implementation of ERP, CRM and eCommerce solutions, Fair Value also develops proprietary intellectual property with the new SAP technologies, such as mobile applications, performance management solutions and BI solutions.

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