

# CADBURY

## THE GLOBAL LEADER ON THE CONFECTIONARY MARKET CHOOSES SAP FOR AUTOMATING ITS BUSINESS PROCESSES

“From our point of view, the implementation was successful. Ever since the first day of using SAP All in One, we could issue invoices to customers, carry out stock movements and continue production, which led to a reduction of the failures that could occur when commissioning such a complex project.”

**Stefan Schwartz,**  
IT Services Delivery  
Manager, Cadbury  
Romania



### SUMMARY

#### Company

- Name: CADBURY ROMANIA
- Location: Bucharest
- Industry: consumer goods
- Products and services: chocolate, chewing gum and candy products
- Website: [www.cadbury.ro](http://www.cadbury.ro)

#### Challenges and opportunities

- The necessity of becoming aligned with the standards of the group, while also considering the local specifics
- Adopting a mature and stable tool that helps the company reach and track its business objectives
- Company wide focus on cost control and increasing efficiency
- Obtaining business information in real time (sales, acquisitions, stocks, production, etc.)
- Track business operations as they occur –necessity of an integrated, process-oriented system (procurement orders, material flow)
- Necessity of ensuring a framework for obtaining reports locally and for the group’s management
- Streamlining of operations and better process control

#### Objectives

- Quick implementation
- Adopting SAP processes as best practices in business areas
- The chosen solution must fulfill advanced reporting and financial management requirements that will be implemented at a later date (several chart of accounts, parallel currencies, compliance with international accounting standards: IFRS, RAS, profitability analysis)
- Since the company is part of the Cadbury group, the information solution had to be compatible with the solutions used by the group. The Cadbury group uses SAP
- Relevant partner experience in SAP All In One implementations
- A favourable price/quality ratio

#### SAP solutions and services

- SAP ERP, followed by the installation of the Best Practice of SAP AIO

#### Implementation characteristics

- The implemented modules contained: Accounting (FI), Assets (AA), Controlling (CO), Sales and Distribution (SD), Material Management (MM), Production Planning and Tracking (PP)
- Implementation of two chart of accounts
- Using recording with parallel currency
- Implementation of a detailed profitability analysis solution
- Specific configuration to obtain reports according to RAS and IFRS

#### Why SAP?

- Aligning the activity of Cadbury Romania with the group’s standards, while also taking into account the local specifics
- Unifying customer, supplier, item etc. databases from a workplace level to the central level
- Centralized management of pricing policies, discounts, promotions, discount agreements
- Integrated management of the main processes and an increase of the number of managed processes in the new IT system
- Real time access to information
- Integrated system – redundant activities, such as file imports, manual data synchronization in different system, have been eliminated
- The automatic generation of accounting notes from logistics processes
- Standardization of business processes at the entire company level
- Reduction of manual data processing due to the automation of processes (for instance, automated legal reporting in SAP)
- Supporting the fast development of Cadbury
- A solid basis for growth, due to the availability to implement new modules that cover the future needs of the company
- Adopting mature processes that were created on the basis of the experience of Western companies
- A better business control through better expense and income tracking

#### Implementation partner

- FairValue

#### Existing infrastructure

- Servers: hosted in Canada by HP
- Database: Oracle



# CADBURY ROMANIA

IMPLEMENTS SAP TO AUTOMATE BUSINESS PROCESSES AND ALIGN WITH THE GROUP'S STANDARDS



“The local Cadbury Romania team, the international Cadbury consultants and, last but not least, the Fair Value team have spared no efforts during the implementation. The SAP implementation project at Cadbury was a complex project. This was the first implementation of SAP All in One Production Planning in Romania. Cadbury is a global leader in the field of confectionery and a SAP implementation project for one of its branches is an extremely important reference for Fair Value.”

After almost 200 years since it was established, Cadbury is one of the largest chocolate manufacturers in the world. The group operates in more than 60 countries, with more than 50,000 employees, out of which approximately 700 in Romania. Through a network of more than 35,000 direct and indirect suppliers, the Cadbury products reach tens million customers each day around the world. The company owns several global, regional and local brands, such as Cadbury and Green and Black's - chocolate; Trident, Stimorol and Bubbalo - chewing gum; Halls, The Natural Confectionery Company, Jelibon and Topi Top - candy. In Romania, Cadbury now owns the ROM, Kandia, Magura, Laura, Silvana and Sugus brands.

## CADBURY ROMANIA ALIGNS WITH THE GROUP'S STANDARDS

After buying the manufacturer Kandia Excelent in 2007, the giant company Cadbury, leader on the confectionery market, began the alignment of the local company's processes with those of the global group.

The integration process required the implementation of a SAP solution that allows the automation of business processes and their alignment with the Cadbury standards.

The chosen application was SAP All In One, together with SAP All in One Production Planning. The project was launched in September 2008, and its implementation was handled by the Romanian company Fair Value, which was

awarded the agreement following an international tender attended by suppliers from several countries.

## THE FIRST SAP ALL IN ONE PRODUCTION PLANNING IMPLEMENTATION IN ROMANIA

The project targeted the computerization of the critical processes: logistics (procurement, stocks, sales), financial (accounting, controlling, assets) and production. At the same time, the reporting requirements of Cadbury imposed the implementation of two charts of accounts, using the posting with parallel currency, but also specific configurations to allow reporting that is compliant with RAS (Romanian Accounting System) and IFRS.

The integrated system ensures the reduction of manual data processing due to the automation and integration of processes, the elimination of redundant data, but also due to online information and reports, both locally, as well as for the group's management.

The Fair Value consultants ensured the delivery of the application, but also assistance regarding the interconnection with the existing systems, the implementation of new working procedures and the observance of group procedures.

**Metodiu Mehmet,**  
Founder and  
General Manager  
of Fair Value

“We owe our success to the entire project team, made up of employees of Cadbury Romania and Fair Value consultants, as well as to the project management provided by the two companies.”

**Stefan Schwartz,**  
IT Services Delivery  
Manager, Cadbury  
Romania



## 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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