

SEEBURGER
BUSINESS INTEGRATION



STAR and SEEBURGER

eCommerce application with Key Clients and Retailers



STAR Alimentare, part of Group GBST (Gallina Blanca Star), founded by Danilo Fossati in 1948, is one of the most important food-processing companies in Italy and a leader in the industry.

STAR trademarks like Pummarò, Sogni d'Oro, Gran-Ragù, Orzo Bimbo and Olita are part of the collective consciousness and expertise of Italian families. In addition to the historical Italian trademarks, Grand'Italia has come to identify the original products of the Italian culinary tradition for consumers in the International market, in particular in the Netherlands.

Pierangelo Chiappini, IT Director at STAR, recalls that already in 2004 STAR decided to reply positively and manage incoming requests from Key National and International Clients and Distributors to rationalize and to improve efficiency of exchanging trading documents and data.

The fundamental aim was to improve the trading collaboration and save administrative costs for all involved partners. The main Italian and International supply chains partners were asking to integrate essential electronic documents like Purchase Orders and Invoices. Those exchanges had to conform to the recognized international trading rules and standards. STAR, as other Consumer Packaged Goods leaders, has invested in a new ERP system, SAP in this case, to comply with constantly evolving Business requests and innovations.

STAR AND SEEBURGER

In this complex environment, in order to get the required flexibility, the choice was to partner with an established eCommerce Provider able to support the STAR targets. STAR wanted to simplify their IT infrastructure while maintaining top-level customer service with the required elasticity so as to have ample time to stabilize the internal status. Thus they turned to SEEBURGER's Managed Services.

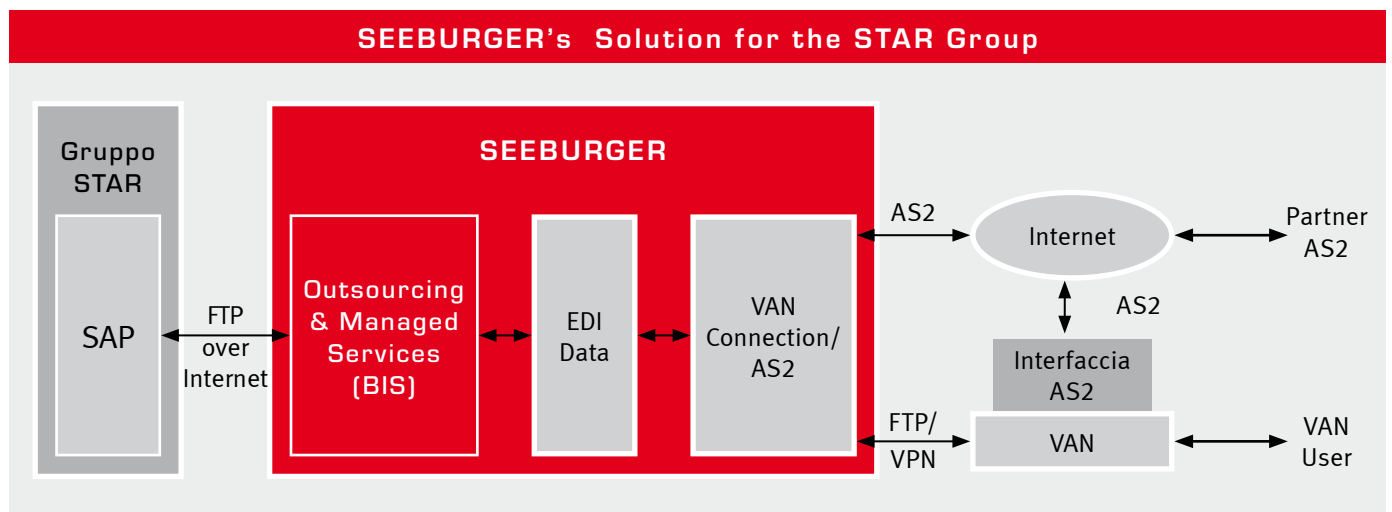
SEEBURGER implemented and delivered to STAR a value-added service, hosted at its Datacenter, configured as a full Outsourcing & Managed Services solution.

The key element of SEEBURGER's Managed Services for STAR is the Business Integration Server (BIS) Software solution that provides all of STAR's required features:

- The conversion of internal SAP formats to the standard formats required by the Key Clients Retailers.
- Communication modules to the Networks required by clients.
- Triggers initiated workflows to start and control the required processes.
- Trading Partners administration, workflows and documents exchanges and audit.



SEEBURGER's Solution for the STAR Group



SEEBURGER is also delivering the following Added Value services:

- Setting up and management of contracts with the involved VAN Providers.
- Coding conversions (e.g. currencies, products id, etc.) between the internal ways and the sector standards.
- Trading Partners roll out activities like presenting the project to Retailers and qualifying their readiness to join.
- Planning, prospecting and managing the technical tasks required by the Clients to activate.
- Online desk support.

Since the start of the project, STAR and SEEBURGER achieved the following goals:

- Seamless implementations of EDI for all the targeted major National and International Retailers operating in Italy and Europe.
- Development and implementation of all planned formats and coding translations according to standards.
- Activation of VAN (Value Added Network) exchanges with the Clients who required it.
- Activation of the exchanges of all target Business Documents, like Order, Order Confirmation and Invoice.

After the project realization, STAR's benefits with the major Key Clients Retailers were transparency, optimized efficiency, a more unified collaboration, synchronization and precision increase, enhanced total quality and overall improvement in relationship management.