



Case Study



BACKGROUND

ARYZTA is a global leader in food production and delivery, with a niche in specialty baking. The company provides freshly prepared food for value, variety, taste, and convenience at the point of sale. ARYZTA'S diverse customer base operates within convenience retail, restaurants, catering, hotels, and leisure industries. Based in Switzerland with annual revenues of approximately \$6B, ARYZTA conducts business in the Americas, Europe, South East Asia, Australia and New Zealand.

CHALLENGE

The company sought to implement a single platform for online web shops and integrate them into existing SAP and non-SAP ERP backends. An online e-commerce solution and strategy was needed for all markets that included an ability for customers to self-service, as well as functionality required to support group sales.

HOW ECENTA HELPED

ECENTA enabled ARYZTA to continue leveraging their SAP investment, and supported their integration of SAP Commerce Cloud in UK, Germany, Austria, Switzerland and France. The solution allowed ARYZTA to scale their business with automated order processes and reduce the call center workload – allowing customers increased control of their own orders. ECENTA also created iOS and Android native applications to further simplify the ordering process.

CLIENT

ARYZTA

SCOPE

Implementation and Integration

PRODUCTS

SAP Commerce





CLIENT
ARYZTA

SCOPE
Implementation and
Integration

PRODUCTS
SAP Commerce



RESULTS

Business

- Improved customer service workflows
- Improved reporting with greater visibility
- Reduced agent attrition and call center workload
- Supported consistent sales processes for core markets

Technical

- Delivered a plug-and-play solution running on the same backend as existing SAP software
- Developed native applications for self-service including responsive, mobile-friendly user interfaces
- Implemented a single sales solution for use across the group