

EDI at Lactalis Northern Europe

**Sylvain Beauget
IT Project Leader**



Agenda

- Who we are
- The GS1 standards we use
- The business case of our EDI solution

Lactalis Northern Europe

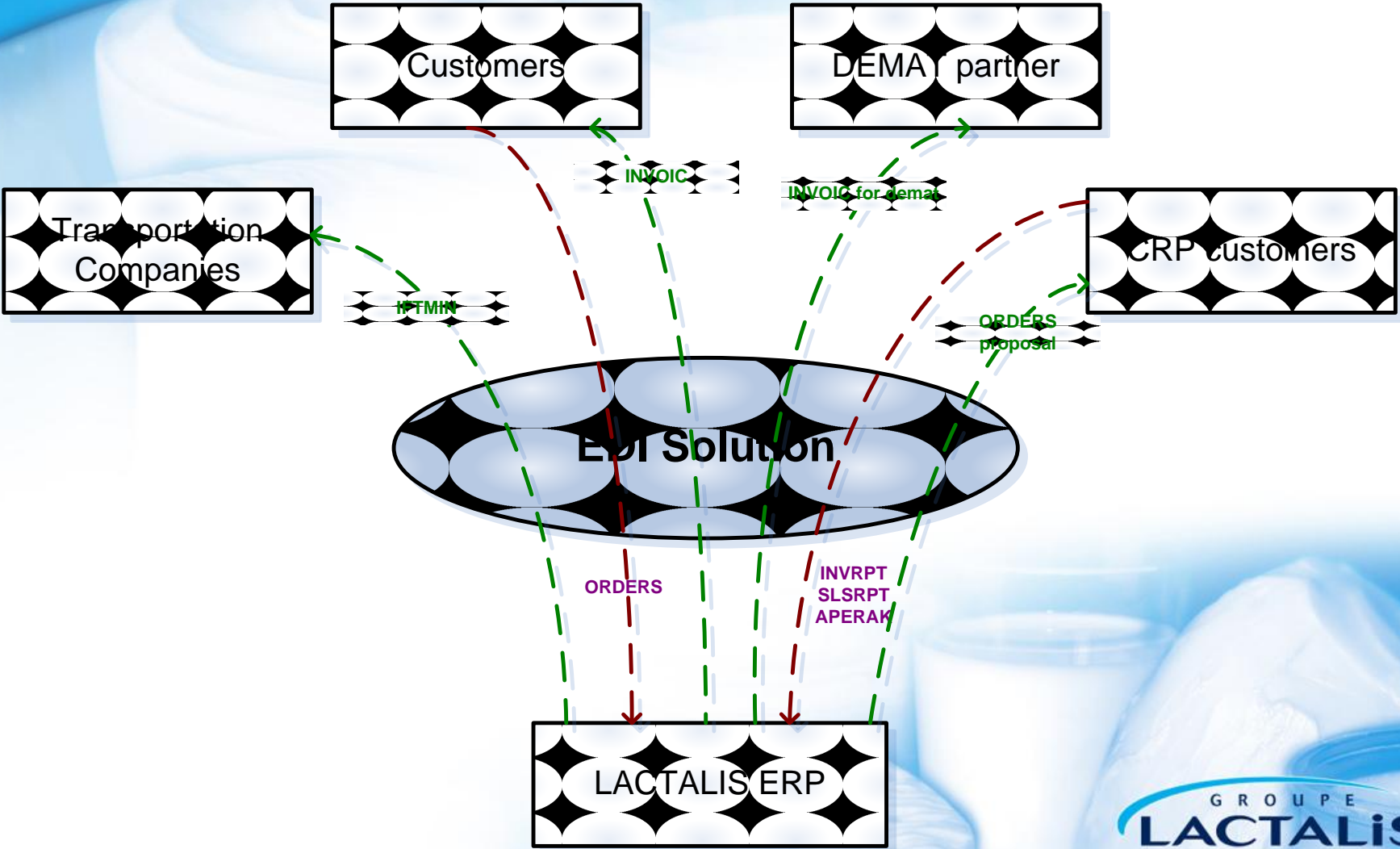
- Lactalis Northern Europe:
 - commercial and logistic company selling dairy products (Benelux).
 - main brands: Président, Galbani, Société, Lactel, Salakis, Bridel
 - approx 130 M€ turnover
- 4 sites:
2 in Belgium, 1 in GD of Luxembourg, 1 in The Netherlands
- Appr. 80 people; business mainly with the retailers
- LNE is also doing the back office as a shared service of Lactalis Nestlé Produits Frais which sells fresh dairy products (La Laitière, Sveltesse..) on the Benelux market



Lactalis Northern Europe and GS1

- member of GS1 BelgiLux since 1996
- GS1 standards used:
 1. GS1 Identification Keys (GTIN, GLN, SSCC)
 2. eCom: EANCOM 1997
 - ORDERS, IFTMIN, INVRPT, SLSRPT
 - INVOIC: both “demat” and “traditional”
 3. Future roll-out & Timing:
 - DESADV for customers (second semester 2010)
 - Data synchronisation (GDSN) (first semester 2010)
 - Normalization of IFTMIN (use of SSCC) (first semester 2010)
 - INVOIC / DEMAT for demanding customers (following the demand)

EDI flows overview



Some numbers...

Flows	Messages	Partners	Msg/year
IN	ORDERS	Carrefour, Delhaize, Delfood, Intermarche, Makro, Cora, Huyghebaert, Match, Uniekass, Boering	~ 9.000
IN	INVRPT	Delhaize CRP	~ 1.200
IN	SLSRPT	Delhaize CRP	~ 1.200
IN	APERAK	Delhaize CRP	~ 1.200
OUT	IFTMIN	TFE, Nagel	~ 18.000
OUT	INVOIC	- demat: Carrefour - EDI: Match, Delhaize	~ 8.000
OUT	ORDERS	Orders proposal for Delhaize CRP	~ 1.500
TOTAL			~ 40.100



2008 : change in EDI approach

- Before
 - In-house solutions for mapping and communication
 - Supported only X.400
- Need for change!
 - Software no longer supported and out-of-date
 - Multiple requests for AS2

Switch to Software-as-a-Service (Babelway)

- Why Babelway ?
 - Integrated solution for both mapping and communications (X400, AS2, and others)
 - Visual, web-based interfaces
 - No more releases (software and hardware maintenance)
- Migration:
 - Test with one customer in November 2008; LIVE in January 2009 !
 - Migrated all our flows, with internal staff, by January 2010 !

Attractive ROI !

- Initial investment kept to a minimum
 - € 1.500 for initial help of Babelway
 - Then ± 80 internal man-days to migrate ALL
- OPEX of under € 5.000 per year
 - Comparable or even less than software maintenance fees
 - + : we got rid of servers and Operating System licenses

Additional benefits are :

- **Better information for the business**
- **Flexibility to quickly do new things**



Key Learnings

- GS1 standards + business automation are increasingly contributing to business success. **Go for EDI !!**
- Keeping the control and the knowledge of exchanges with business partners brings flexibility and agility in the business. **Beware of outsourcing !!**
- Software-as-a-Service for EDI is financially attractive and increases IT reactivity to business requests.
Keep SaaS in mind !!

Contact Details

Beauget, Sylvain

Lactalis Northern Europe

Pl. du champ de Mars 5

BE – 1050 Brussels

T : +32-2-211.09.20

F : +32-2-218.74.62

E : sylvain.beauget@lactalis.be

