

Ferrara: Sharing Delight in Every Bite (of Data Insight)

With iconic brands such as SweeTARTS, Nerds, and Trolli, Ferrara is a giant in the sweet snacking business – and at 112 years old, the company is hardly slowing down. Today, businesspeople access **self-service insight in real time**. Data from new acquisitions – such as the U.S. confections business of Nestlé USA Inc. – is integrated in days, not years. With SAP HANA®, enterprise edition, and SAP® Analytics solutions lending a hand, Ferrara is now “Ferrara Fast.”



Speeding Insight with SAP HANA® and SAP® Analytics Solutions



Before: Challenges and Opportunities

- Provide the right information to the right person at the right time
- Respond quickly in a fast-paced, consumer-driven business
- Speed mergers and acquisitions

Why SAP

- Strong partnership and innovation in data management and analytics
- Better customer experience management with Qualtrics® XM Platform
- Single source of truth with a native enterprise data warehouse in SAP HANA®, enterprise edition
- No batch data loads or aggregate tables
- Real-time access to any data with combined transactional and analytic workloads
- Rapid custom development with SAP HANA extended application services
- Self-service data access with SAP® Analytics

After: Value-Driven Results

- Rapid insight to action across business silos
- Faster integration (from years to days) of systems acquired through mergers and acquisitions (M&A)
- 90% reduction in time to build data models
- Data access in seconds – compared to minutes for its legacy database
- Solid data foundation for machine learning and predictive analytics with SAP HANA
- New abilities to uncover consumer preferences and predict market trends

“SAP HANA and SAP Analytics allow us to move quickly when it comes to analyzing information and making decisions, and that’s really our biggest differentiator. SAP has been a **great partner for us.**”

George Lesko, Vice President and CIO, Ferrara

50%

Increase in overall efficiency

70%

Reduction in development cost



Growing a Sweet Brand with **Data Visibility, Speed, and Agility**

Ferrara is a company that seamlessly mixes past and present. Its new headquarters, for instance, is the recently renovated Old Post Office building in downtown Chicago. Though Ferrara's proud history stretches back more than a century, its eye is set squarely on future growth.

Some of this growth is organic – based on seeing what customers want and innovatively responding. Other growth stems from M&A activity – as with the recent acquisition of the U.S. confections business of Nestlé USA Inc. – which gives the company well-known brands such as SweeTARTS.

For both growth paths, Ferrara realized that real-time data visibility and insight was the key to success. To help drive agility and responsiveness, Ferrara

needed to shrink its data footprint and exert control over its data landscape. The goal was **a single source of truth** based on a consolidated view of information across business silos.

Automated processes would replace manual downloads and data manipulation. Real-time dashboards would sweep aside lag times in manual reporting. To speed acquisitions, the company wanted to quickly integrate data from new companies. To alleviate demand on IT, it sought self-service analytics. And to respond effectively to changes in customer preferences, the company wanted to bring together operational data and customer experience data for quick analysis and insight.



50%

Increased productivity for material requirements planning teams



Consolidating Data on a **Single Platform** for Transactions and Analytics

Ferrara used the SAP HANA® platform, enterprise edition, to develop a native enterprise data warehouse for SAP and non-SAP data that enables real-time **transactions and analytics on a single platform**. This virtually eliminates batch loads and data transformations, as well as aggregate tables for optimizing performance. “Instead of spreadsheets and separate tools for analytics, everyone from the C-suite to the shop floor is served by SAP HANA,” says Mustafa, senior director of IT at Ferrara. “When we talk about a single source of truth, this is what we mean.”

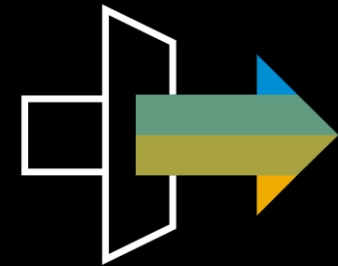
In-memory speed with self-service analytics

In the past, Ferrara struggled with slow response times on its legacy database. “Now, with SAP Analytics and the in-memory speed of SAP HANA, we put information in the hands of the user in seconds versus minutes,” says Mustafa. “**Self-service capabilities**, meanwhile, ease demand on IT while empowering users to make business decisions without the wait.”

Focus on customers and consumers

To better understand retail customer needs, Ferrara has built a custom app using SAP HANA extended application services. “With this app, different teams are able to enter comments – all updated in SAP HANA in real time for immediate analysis,” says Mustafa.

Ferrara also uses the Qualtrics® XM Platform to align strategy to the needs of the end consumer. “We used to argue in the boardroom for days on strategic product decisions,” says Dan Hunt, director of insights and analytics at Ferrara. “Now, we just move forward based on real consumer insights from the Qualtrics XM Platform.”



Faster

Integration of data from acquired companies (from years to days)



Integrating Acquisitions Faster and **Serving Customers Better**

As an in-memory database that supports advanced data compression and minimizes aggregated tables, SAP HANA, enterprise edition, has helped Ferrara reduce its data storage footprint by 94%. And Ferrara's use of SAP HANA and SAP Analytics has helped improve overall efficiency by over 50%. Across strategic, tactical, and operational activities, users from all lines of business have almost **instant access to data and insight**.

Now Ferrara moves faster with new acquisitions. "In a prior acquisition, it took us over a year to have access to sales data," says Patrick Degnan, vice president of sales and operations integration at Ferrara. "SAP HANA allowed us to do that within weeks." Today, Ferrara sales teams have the unprecedented capability of using up-to-the-minute data to **talk knowledgeably with retail customers** as acquisitions are in process, which helps build trust.

Access to real-time data and insight is valuable to Ferrara and its consumers alike – because it pinpoints where problems might exist, enabling **agile and timely fixes**. "If there are areas where a brand isn't performing up to expectations, we can't go weeks, months, and years without knowing that," Degnan says. "Our retail partners find tremendous value in our ability to report in real time."

Qualtrics XM Platform, meanwhile, helps the company understand consumers better with flavor trends studies and detailed insights into consumer attitudes. "This is important information," says Hunt. "It helps guide our innovation in the direction that consumers want."



94%

Reduction in data storage footprint with SAP HANA



Moving Forward with Machine Learning

Today, Ferrara's data landscape and its ability to extract value from data is a competitive differentiator. "I've been doing this since the late 1980s," says Gene King, senior manager for SAP business intelligence and app development at Ferrara.

"And I can see that SAP HANA, with its in-memory technology, is a total paradigm shift in the way we provide analytics. There's no wait time. Everything is instantaneous."

With a solid, consolidated data foundation in place, the IT team at Ferrara can deliver results like never before. "The business users love us now because we can respond to issues immediately," says King. "We're adding so much value very quickly."

As Ferrara moves forward as a company, SAP HANA and SAP Analytics will continue to play vital roles. "We're in a place now that predictive analytics, machine learning, and artificial intelligence are the next big steps for us," says King.

To this end, Ferrara is having a look at the SAP Analytics Cloud solution for machine learning and other augmented analytics scenarios. It is also considering ways to use Qualtrics XM Platform as a full-blown voice of the customer platform. With the ability to identify patterns in its data and make predictions about what's coming next, Ferrara can move even faster to improve business performance and deliver the outcomes that customers desire.



90%

Reduction in modeling development and support time

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Studio SAP | 68943enUS (20/06)

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