



Caffè Borbone

# Business data given caffeine shot through digital transformation



## Challenge

Caffè Borbone's existing IT infrastructure could no longer handle the company's needs as it grew 40% year on year. It was also reliant on many time-consuming paper-based processes.

## Solution

Caffè Borbone worked with local partner CAT s.r.l. to design and install Fujitsu Integrated System PRIMEFLEX for SAP HANA with material management, finance, production planning, sales, distribution and business analysis modules.

## Outcomes

- Faster performance improves productivity, enabling business to keep pace with 40% annual growth rates
- Platform reliability ensures uninterrupted access to critical data
- New functionality enables real-time business analytics, 24/7
- Accelerates digital transformation of the business, removing manual process, improving efficiency and reducing human error
- Establishes the capacity to accommodate future growth.

**"Fujitsu Integrated System PRIMEFLEX for SAP HANA is a fast, flexible and robust platform. It gives us the ability to explore all the analytics relating to the business in real-time, 24/7."**

Francesco Vitobello, Chief Operating Officer, Caffè Borbone



## Accelerates

digital transformation of the business, removing manual process, improving efficiency and reducing human error

### Introducing SAP HANA

The coffee pod and capsule market has grown astronomically over the past ten years. Market analysts believe there is plenty of growth to come: Mordor Intelligence predicts a compound annual growth rate of 71% between 2019-24.

Caffè Borbone is an Italian coffee capsule brand. It sells online, mainly in Italy and is developing to reach Europe and the rest of the world. Beyond the positive aspects, this staggering rate of growth brings its own challenges.

"We simply didn't have the resources we needed," explains Francesco Vitobello, Chief Operating Officer, Caffè Borbone. "In particular, we couldn't manage our data effectively."

The business wanted to extract maximum value from its sales data and from the MES of production. With several thousand transactions in multiple markets on the one hand and as many coming from the production machinery, Caffè Borbone needed the tools to spot new trends, identify higher value customers, and investigate production data in real-time for corrective and predictive analysis to maintain the quality of products over time. Unfortunately, its existing IT platform was unable to deliver such granular insight. Despite being an online-only business, many of its functions remained paper-based and overly manual.

"Digital transformation is mandatory. The existing approach lacked functionality and agility," says Vitobello. "It was time to upgrade. We needed a solution that would provide the capacity and tools necessary to continue our evolution also on foreign markets."

Caffè Borbone approached local IT specialist CAT s.r.l. for advice. Since 2001, CAT s.r.l. has developed projects for the public and private sector. It specializes in network management and the supply and installation of servers. It recommended SAP HANA to support next-generation transactional and analytical processing. However, for SAP HANA to be effective Caffè Borbone would also need a platform on which to store and connect this growing quantity of data.

"We were looking for a stable solution that would be affordable and easy to maintain and Fujitsu fit the bill," adds Vitobello. "Its PRIMEFLEX for SAP HANA solution offers a reliable, future-proof platform that will support our ongoing expansion."

### A comprehensive, flexible platform

CAT s.r.l. installed one Fujitsu ETERNUS DX200 storage device and three Fujitsu PRIMERGY RX2540 servers to create a private cloud platform on which Caffè Borbone's SAP HANA environment could run. An ETERNUS CS800 data protection appliance guarantees continuous backup of all data. Its leading data deduplication technology reduces required disk capacity by up to 95%.

To tailor the solution specifically to Caffè Borbone, material management, finance, production planning, sales, distribution and business intelligence modules were then included in the new system.

Industry:

**Retail**

Founded:

**1997**

Location:

**Italy**

Website:

**caffeborbone.it**

## About the customer

Since 1997, Caffè Borbone has brought the quality, dedication and passion of the inimitable Neapolitan espresso to the European market. It manufactures and distributes coffee capsules compatible with most of the popular home coffee machines. The brand offers many different flavors to meet the taste of every consumer.

## Products and Services

- **Fujitsu Integrated System PRIMEFLEX for SAP HANA**
- **Fujitsu Storage ETERNUS CS800**
- **Fujitsu Storage ETERNUS DX200**
- **Fujitsu Server PRIMERGY RX2540**

The project required nine months of detailed planning, though the migration itself took just two weeks. "We were able to get up and running quickly," continues Vitobello. "Today, over 50 users at our key production facility and on the Italian territory can access useful new features and modules."

This Fujitsu Integrated System PRIMEFLEX for SAP HANA is optimized for in-memory technology so vast amounts of Caffè Borbone data can be analyzed in real-time, safely and securely. It means the business can make smarter business decisions based on more detailed information. Applications are accelerated, enhancing business processes and enabling Caffè Borbone to become a true real-time enterprise. A business that until recently continued to process orders via fax is now digital, with production teams able to view and upload customer orders in real-time, on mobile devices. These orders are then automatically transferred to production planning.

"We now have the right tools to monitor business processes," remarks Vitobello. "It is ideally designed to match our business needs and transform our business digitally."

## Enabling digital transformation

The new, scalable SAP HANA platform has improved performance, introduced new functionality and digitized previously manual operations. This in turn makes employees more productive and processes more efficient while eliminating the potential for errors.

"It is a fast, flexible and robust platform that gives us the ability to explore all the analytics relating to the business in real-time, 24/7," explains Vitobello.

This makes it far easier to manage a complex supply chain. In the food industry, accurately tracking all the material in the production process is critical. The fact that this new solution enables total real-time visibility of 4,000 customers, 1000 references, and around 700 suppliers constitutes an unparalleled advantage.

The design, installation and migration of the new system is a fine example of co-creation in action, adds Vitobello. The collaboration between Caffè Borbone, CAT s.r.l. and Fujitsu creates a SAP HANA environment that equips Caffè Borbone with the tools it needs to thrive in a competitive market.

"Fujitsu has given us a solid SAP HANA platform to support our future growth and development," concludes Vitobello. "We can manage our data more effectively and, as a result, we can produce all the analytics we need to work more efficiently."

In collaboration with



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