

Customer communications seamlessly migrated with no interruption to business



Location

Middlesex, England

Industry

Manufacturing

Business challenge

Seamlessly migrate European customer communications in a very tight timeframe, with no loss of customer orders or impact on business performance

Solution

Sterling Business Integration Suite™

- Sterling Collaboration NetworkSM
- Sterling Community Development ServicesSM

Benefits

- Migrated customers within tight deadline, without interruption to business
- Simplified and streamlined customer collaboration
- Supports all customer EDI data standards and communication protocols
- Onboarded both new and existing customers quickly and easily
- Optimized B2B performance through end-to-end visibility

Birds Eye Iglo Group

Customer background

Birds Eye Iglo Group (BEIG) is the market-leading frozen foods business in Europe. The Birds Eye and Iglo brands combined are the largest and best known frozen food brands in the UK, Republic of Ireland, Germany, Austria, Belgium and Portugal. As the only frozen foods business with a pan-European footprint, BEIG benefits from substantial advantages over its smaller national competitors in leveraging management, product development, and marketing functions as well as more favourable sourcing arrangements.

Business challenge

When Permira Funds acquired Birds Eye and Iglo from Unilever in 2006, it set an extremely tight deadline for the new company to establish its own IT systems and processes. This included the migration of customer communications from Unilever's systems to a more streamlined and simplified solution. It was absolutely critical for this endeavor to be achieved without compromising customer orders or customer service levels. In addition, there could be no

impact on the supply chain. It was imperative that BEIG continue to perform mission-critical B2B functions that enabled it to sell goods and conduct business.

BEIG required a solution that would provide secure connectivity and communication, enabling the company to collaborate with customers across diverse communication protocols, as well as onboard new customers quickly and easily.

Solution

The Sterling Business Integration Suite provided BEIG with every capability needed for a truly comprehensive integration strategy within a very tight deadline. As part of the Suite, BEIG used Sterling Community Development Services and implemented the Sterling Collaboration Network to enable them to collaborate with customers.

First, the Sterling Community Development Services team worked directly with BEIG's 60 customers in the UK, Netherlands, Germany and Austria to ensure a seamless migration.

“Birds Eye Iglo Group seamlessly migrated to the Sterling Collaboration Network in a very tight timeframe, with no loss of customer orders or impact on business performance, which was a critical requirement to the project.”

Larry Cooke
Business Solutions Manager,
Birds Eye Iglo Group

Phase 1 in the UK and Netherlands was completed in two months. Through multi-lingual support, team members provided customers with information relating to the changes that were taking place. They also conducted communication tests before the migration and monitored production data after the switch-over date.

Since BEIG’s customers used varying value-added networks and protocols, such as X.400, the Sterling Collaboration Network, an on demand B2B integration network, was vitally important. Not only does the Sterling Collaboration Network provide “one-to-many” connections, it can also support all customer EDI data standards and communications protocols. Existing and new customers are onboarded quickly and easily, thereby ensuring successful trading right from the beginning.

“We quickly identified that the Sterling Collaboration Network could meet each of the company’s goals as it provides us with a single solution to communicate with all of our customers,” explained Larry Cooke, Business Solutions Manager at BEIG.

The Sterling Collaboration Network also provides BEIG with historical and real-time visibility into B2B exchanges so BEIG can monitor customer performance. For example, the

company’s invoicing function is now able to manage and track invoices more accurately.

Key benefits

Sterling Business Integration Suite has provided BEIG with a single solution to communicate with all of their customers. The Sterling Collaboration Network supports all customer EDI data standards and communications protocols, as well as customers with limited technical capabilities.

Not only does the Sterling Commerce solution provide BEIG with the flexibility to acquire new customers, but it also enables the company to successfully onboard new customers quickly and easily through Sterling Community Development Services.

“The Sterling Collaboration Network provides us with a platform that enables us to conduct business with any new or existing customers. Ultimately, this allows the company to remain focused on its core business activities, and at the same time, maintain a high level of customer service” concludes Cooke.

BEIG has also optimized its B2B performance through the end-to-end visibility of customer transactions provided with the Sterling Collaboration Network. This has enabled the company to improve internal efficiencies.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimise and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at www.sterlingcommerce.co.uk.

Sterling Commerce
An AT&T Company

For all Sterling Commerce offices worldwide,
visit www.sterlingcommerce.com

©2009, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo are trademarks of Sterling Commerce, Inc. or its affiliated companies. All products referenced are the service marks, trademarks, or registered marks of their respective owners. Printed in Europe.
Neither this case study nor any portion thereof may be used or distributed with any other material without the express written consent of Sterling Commerce.
SC0773E 11/09