



Wooden Bakery maximizes profitability and emerges winner with BatchMaster

Company Name:

Wooden Bakery

Location:

Headquartered in Jdeideh, Lebanon

Industry:

Bakery

Solution:

BatchMaster Manufacturing with SAP Business One for HANA

Company Overview

Established by Mr. Edward Bou Habib in 1969, the Wooden Bakery has come a long way from being a simple bakery providing the market with freshly-baked quality breads, to revolutionizing the bakery industry in Lebanon by setting new standards and upgrading its products and services. Immense vision, innovative spirit and an experienced management team have driven the company's expansion plans since 1996, with the first Wooden Bakery retail outlet opening at a prime location in Lebanon in 1999.

The first franchised operation soon followed in 2002, and has now expanded to 35 franchised and six company-owned outlets in Lebanon. In 2009, Wooden Bakery launched its first overseas Master Franchise Operation in Saudi Arabia. Today, it boasts of a state-of-the-art production facility with huge capacities and well-trained professionals. The company's product range has large varieties of quality products produced under strictly-monitored hygienic conditions. An ISO 9001: 2015 company, Wooden Bakery has been awarded as a Lebanon 25 winner, as well as the fastest growing company in the country.



The Need

Ambition

Wooden Bakery has had ambitious plans, as it aims to become the first choice bakery in the Middle East and position itself among the industry leaders worldwide. The company wants to strengthen its brand in the bakery industry by consistently exceeding customer expectations and delivering the highest quality products and services. For an organization as aspiring as the Wooden Bakery, it was important to have comprehensive visibility across all functions.

The company had been using a local software to support its operations across six different production locations within the single manufacturing plant. However, as the company grew, it became clear that the legacy software was no longer fit for purpose. The company needed to find a new solution to ensure it could maintain its business effectively and in a more holistic fashion especially in bakery & process manufacturing demands.

Pains in Legacy System

"The system we were previously using could no longer adequately fulfil our requirements," explained Mr. Adnan Gerges, Deputy General Manager – Group CFO at Wooden Bakery, and Mrs. Jocelyne Moussa, IT Manager, Wooden Bakery, in a chat with BatchMaster. "We were looking for a solution that would introduce a more integrated, automated way of managing our business," Mr. Gerges added. "Most of the vendors we approached couldn't give us an end-to-end solution and didn't have the requisite knowledge of the SAP HANA technology & Process Manufacturing in Bakery verticals.



But that wasn't the case with people at BatchMaster, who were well placed to answer all our queries. It didn't take us long to finalize our association with BatchMaster. That it is a leader in providing ERP solutions to process manufacturing industries obviously helped," said Mrs. Moussa.

The Solution

Requirement & Perfect Fit

Wooden Bakery's primary needs from the new ERP software were robust formulation, inventory, production, and MRP/MPS functionalities. The company also wanted its new software to possess the ability to track its material movement and assure quality throughout the supply chain. After evaluating a number of vendors, Wooden Bakery decided that BatchMaster Manufacturing with SAP Business One for HANA would best suit its needs. It was a no-brainer for them, as the company reposed its faith in the proven credentials of SAP Business One and the rich industry-specific experience of BatchMaster.

Why BatchMaster?

"We were looking for a software that could satisfy the needs of the bakery business in terms of its full functionality: traceability, batch production, quality assurance, and all the general needs of a manufacturing industry," the duo of Mr. Gerges & Mrs. Moussa said. And its organization's search came to an end after taking the demo for BatchMaster Manufacturing with SAP Business One for HANA. "Going deep into the software, we felt that this was the solution we wanted", added the duo.

Wooden Bakery found the solution an apt choice for their business after evaluating it thoroughly. The process was long and intensive. In Mr. Gerges & Mrs. Moussa's own words, "If you go back to why did we select BatchMaster, we did an extensive research of all the add-ons that do manufacturing for SAP Business One, and after the deep research, we found out that BatchMaster suits our business the most. Though there were several manufacturing add-ons for SAP Business One, we believe our choice was correct, and the best."

The Implementation

Implementing an ERP software is never an easy job. It involves carefully reviewing the business processes, and ensuring that they are improved through the proposed implementation process so as to manage the business efficiently. It must also be ensured that the implementation process eliminates the pitfalls and increases the overall operational efficiencies. The way this process is carried out goes a long way in determining whether the organization will achieve its business objectives from it or not. And needless to say, all of this can't be achieved if the wavelengths of the organization and the ERP vendor do not match.

Wooden Bakery and BatchMaster were on the same page right from the beginning, which eased out the implementation process to a large extent. Acting as a team, both the parties ensured there was ample time being put into planning, understanding the needs, and charting out the implementation roadmap. As a result, the implementation process turned out to be a seamless one for Wooden Bakery.

Thanks Note for BatchMaster

"We'd like to thank BatchMaster for all the efforts done to make this project succeed, especially in Lebanon. We think this is the first implementation for a bakery in the Middle East. The team of implementers at BatchMaster did a commendable effort with our IT department in implementing the software and fixing all the issues and the obstacles that we faced through the implementation. And also thanks to the development team of BatchMaster for being always online with us to solve all the issues that we faced during the process of implementation," said the duo of Mr. Gerges and Mrs. Moussa, throwing light on the implementation process.

With BatchMaster Manufacturing with SAP Business One for HANA, Wooden Bakery achieved the desired functionalities to support all its different business processes. The solution seamlessly integrated into the organization's processes and adapted to meet its most specific business needs. Through pertinent training and comprehensive pilot projects, the team of implementers at BatchMaster made sure that the users at Wooden Bakery were comfortable with the new system, and ready to reap its benefits.

The Results (Eye Openers)

Data Analysis & Ease of Decision Making

Wooden Bakery's new ERP platform has been delivering instant data access, and more reliable business analysis, thus facilitating smarter, faster business decisions. The combined power of BatchMaster Manufacturing and SAP HANA lets the users access, model, and analyze all of their business data in real-time within a single environment. Now Wooden Bakery can also track orders and production from start to finish and can monitor areas of the business that were previously not reportable.

Recipe Management & Tracking History

One of the major reasons why Wooden Bakery chose BatchMaster was for its superior formulation module. With BatchMaster, the organization is now assured of formula security, often considered an integral part of the recipe-based businesses. It can also check multiple revisions of same formula, thanks to version controlling functionality offered by BatchMaster.

Ease of Inventory Management

Wooden Bakery's other major requirement from the software were strong inventory and production management capabilities. It can now calculate costs based on weight and volume, record the labor and overheads on production entry, replace the item at the time of production, and receive Finished Goods on partial basis – all of which were missing from its legacy system. BatchMaster's capability of managing inventory with multiple SKU's was really a game changer for overall production process.

Batch / Process Manufacturing

Wooden Bakery now has the functionality where it can transfer multiple batches / production orders in one screen. On the production side, when the company gets demand from MPS (Master Production Schedule), it can create up to 2,000 batches in one single click. The organization can now compute and sustain an optimum manufacturing plan based upon sales forecast, planned purchase and production orders, inventory statuses, and work orders incorporating bill of materials to the lowest level. It can also streamline its production operations and minimize unplanned interruptions to improve overall performance.

Planning on a Click

Also through the MRP (Material Requirement Planning) module, Wooden Bakery can club demand from different sources, something they couldn't do before bringing BatchMaster on board. The company can now collect from different sources, and club the demand. It can also manage scheduling and placing orders for dependent demand items, and maintain a flow of materials required for production by determining what to order, when to order, how much to order, and when to schedule the delivery of an order.

BatchMaster with HANA Advantages

With BatchMaster Manufacturing with SAP Business One for HANA's inventory management module, Wooden Bakery can now manage real-time inventory. This means they have real-time access to the various quantities of products in stock. Besides, the company can now manage inventory with more than one unit of measure (UoM) for different items, manage same item with different UoMs in different types of transactions (like sales, purchase, etc.), and even manage same item in same type of transactions with different UoMs.

Operating from more than six different production locations, Wooden Bakery required a mechanism to differentiate production orders based on the location. The new ERP platform gave them this ability, with BatchMaster production order series. Also with BatchMaster's critical material report, the company can now get details of the shortage material.

BatchMaster Manufacturing with SAP Business One for HANA gives Wooden Bakery detailed insight into crucial business sectors such as planning, inventory control and manufacturing, which means it can produce more accurate reports and forecasts.

With zero downtime, and having got all the GAPS from the previous system fixed, the company has become more efficient post-implementation. Its new ERP platform has not just given Wooden Bakery instant gratification, but has also assured it of long-term sustainability, since the ERP solution is easily scalable and can grow seamlessly with the business.



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Mr. Adnan Gerges,
Deputy General Manager –
Group CFO, Wooden Bakery,
& Mrs. Jocelyne Moussa,
IT Manager, Wooden Bakery

About BatchMaster Software

BatchMaster Software (an ISO 9001:2008 Certified Company) is a leading provider of ERP solutions that help formula-based process manufacturers streamline their operations and scale production, while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry-specific solutions for Food & Beverages, Nutraceuticals, Life Sciences, Cosmetic & Personal Care, Chemicals, Paint & Coatings, and other process industries. BatchMaster ERP is seamlessly integrated with SAP Business One, Tally, and Sage 100 & 300 ERP, and is available on both - on premise and on cloud.

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