



B2B Evolution Project

- ✓ National and International EDI
- ✓ Business Partner Management

- ✓ Full Outsourcing Solution
- ✓ Service Continuity

Overview

Founded in Pescara in 1958 by the Angelini Family, since 1992 FATER (www.fatergroup.com) is an equal share **joint venture** between the Angelini Group and Procter & Gamble.

First in Italy to launch diapers and wipes (1963) and sanitary pads (1965) for more than 50 years Fater has presence in Italian homes and is **leader** in the Italian market of **personal hygiene products** and in the European market of **bleach** and house cleaning products with its brands ACE, Lines, Pampers and Tampax. with its personal hygiene products through its.

Today, Fater is an international company headquartered in Pescara with production plants in Italy, Portugal and Morocco.

A rare example of successful joint venture over a long period of time, Fater bases its growth on its in-depth knowledge of consumers and markets, combined with the application of multinational work methods.

With **1,400 employees** and **915 million Euros of turnover** (ref. 2014/2015 financial statements), Fater is a dynamic company that believes in continuous innovation and it invests 4% of its turnover in Research & Development.

Scope and goals of the project

Fater requirement was to identify an innovative and advanced Integration Brokerage B2B solution, run in “**Full Outsourcing**”, as an alternative to the legacy one. The new solution should ensure a seamless integration with the SAP business software and with the VMI module. It should be **easy to be managed** (both on the IT and on the end user side) and **user-friendly** with regard to daily operations. It should be able to **rapidly connect** to external partners and grow together with business requirements (in terms of partners acquired, messages implemented and documents exchanged).

In addition to multilingual and multi-format features, this stable solution should allow to **transfer to the Outsourcer the operation of sensitive and mission-critical processes**, while monitoring each single step and event both on IT and on user side.

Fater required a reactive and highly flexible system capable of governing a complex **scenario of Business Partner relationships**, a scalable, versatile and not resource-intensive system.

Partners played a major role in the project: the objective was to **expand the range of Business Partners involved in the process, also consolidating relationships with foreign retailers** (first step. Western and Central Europe; in future: Africa). Last, but not least the system should provide users with a monitoring tool giving them full visibility on the E2E process.

All of this while ensuring high-level SLAs.

Solution

With the **B2B Evolution** project, Fater has entrusted TESISQUARE® all the **EDI processes** in “Full Outsourcing”.

In particular:

- implementation in the SAP ERP system of the logical structures previously existing in the in-house translation engine;
- configuration of the SAP PI middleware, thus enabling the integration with TESI e-Integration EDI Module for the flow interchange.

With this project, TESISQUARE® has become the new **EDI provider of Fater at domestic and international level**.

By leveraging the experience gained in the numerous migrations, TESISQUARE® has managed all the project phases, while always keeping in line with Fater Project Manager.

TESISQUARE® approach has ensured the **transparency of the migration process to Business Partners**, while minimizing the involvement of Fater and of TESISQUARE® Business Partners themselves.

A very important part of the project consisted of the comparison between the information flow developed by TESISQUARE® and

the legacy one as well as the relevant validation; as a matter of fact, these key activities allowed to prevent and identify any errors or possible differences with regard to the conversion process.

Therefore, it was possible to further **minimize any impacts** on Fater Business Partners while ensuring service continuity and eliminating anomalies.

The migration plan proposed by TESISQUARE® was implemented gradually; single Business Partners have migrated one at a time with an effective management of all the relevant messages.

Vantaggi

- Leverage the selected provider as a “facilitator” for the EDI process, not only in Italy, but also in foreign countries (e.g. e-billing in Turkey).
- Use PI as a communication channel from SAP to the outbound environment, so to fully exploit the relevant potential.
- Increase the satisfaction of internal customers, by using a HD system that fully meets business requirements.
- Reduce the impact on the internal ICT structure of Fater.

The voice of the customer

Maria Rita Concilio

**Information & Communication Technology Department
Customers-Logistics Systems Manager Fater S.p.A.**

“B2B Evolution was undoubtedly one of the most successful projects of last year for the ICT Customer and Logistics Area of Fater.

A success even “sweeter” if you consider that it was accomplished simultaneously to several acquisition processes carried out abroad, where we have played a major role in the last few years.

The objective we reached was also made possible by the commitment and continuous support of our provider TESISQUARE® which helped us to redefine our EDI process (that was managed in-house with obsolete technologies) through the acquisition of a Cloud-based full-outsourcing solution (TESI e-Integration) boasting high performance, availability and efficiency.

Following the completion of this project, Fater started to establish a real Partnership relationship with TESISQUARE®.

We are building together a tangible and lasting collaboration: among other things, this year we have started to re-engineer our VMI system that is mission-critical for our business.

Together we are designing a Collaboration roadmap supporting our activities both in the Italian and in foreign markets.

“My” Fater still has many goals to achieve, but I like to think that we will go together the way to reach them...



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