

## Case Study:

# Alpina Savoie rolls out Automate Studio to maximize competitive advantage at a low cost

## Introduction

Established in 1844, Alpina Savoie produces and distributes 700 varieties of pasta, couscous, semolina, and polenta both throughout France and around the world. The company is the second-largest producer of pasta and couscous in France, generating annual revenue of approximately €75 million. Alpina Savoie went live with SAP in 2001.

## Challenge

When Philippe Freychet joined Alpina Savoie as a consultant in the finance department in 2007, he had his work cut out for him. The company needed to enter more than 100,000 FICO transactions into SAP, as well as regularly maintain 30,000 product references. Since most transactions required approximately one minute to manually enter into the system, a single employee could execute no more than 480 transactions each day. "We could have accelerated the data upload process by building a custom program, but the development costs would have been too high," says Freychet, now general manager at Alpina Savoie. "In addition to that, we would have spent even more money keeping the program updated. We needed a more affordable data upload solution that was robust enough to handle large numbers of transactions, but flexible enough to meet our changing needs."

## Solution

Alpina Savoie now uses Automate Studio to upload master data not only in finance and accounting, but in material management and production planning as well. "The great advantage of Automate Studio is that it is very powerful but not very complex," says Freychet. "If you understand how to set up an SAP transaction, then you'll understand how to use Automate Studio. For companies like ours without extensive IT departments, it's indispensable to have something so intuitive and reliable for executing large-scale transactions."

## Results

The first major test for Automate Studio was tackling a two-year backlog of 100,000 out-of-date FICO transactions. Freychet estimates that if he had resorted to manual updates, he would have needed four or five employees to work exclusively on the project for up to three months, only to fall behind as new

## Industry

Food production and distribution

## Challenges

- Backlog of 100,000 out-of date FICO transactions
- Maintenance of 30,000 product references in SAP
- Data entry too time-consuming; custom programs too costly

## Solutions

Automate Studio

## Results

- Update all 100,000 FICO transactions in a fraction of the time
- Perform fine business analysis on a far more regular basis
- Help manage a complex SAP implementation without increasing staff

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— Philippe Freychet,  
General manager, Alpina Savoie

transactions entered the pipeline. With Automate Studio, Freychet was able to update all 100,000 transactions in just two days—one day to configure the script and one day to upload and check the data. “Not only did this solution manage to solve a pressing problem in virtually no time at all, but it helped us minimize that problem going forward,” he says. “Automate Studio delivered instant value for us.”

Because Automate Studio can upload data very effectively and at low cost, it enables Alpina Savoie to perform detailed business analysis on a far more regular basis. “Before Automate Studio, our management team simply didn’t have the time to perform frequent in-depth analysis,” says Freychet. “Now, with improved business intelligence at our fingertips, we can be more responsive as a company and enact new strategies as circumstances demand. We’re better equipped to maintain our competitive advantage.”

Automate Studio helps Alpina Savoie manage a complete SAP system without increasing staff. “We are not a large company, but we produce and distribute a substantial number of products across a wide area,” says Freychet. “That requires many, many SAP transactions on a daily basis. Automate Studio helps us keep up with intense business demand without overwhelming our business users or our IT support staff. I honestly don’t know how we would manage without it.”

### Future plans

Alpina Savoie began using Automate Studio to solve a specific problem within a single department, and now the tool is an essential component of operations across the company—from large-scale data transfers to day-to-day invoicing tasks. It’s no wonder that Freychet can’t envision the future without it. “We’ve adopted this technology throughout the company because we keep getting great results,” he says. “Automate Studio has played a major role in our present success, so it will absolutely be a part of our future.”



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