



Beko Benelux
Utrecht, The Netherlands
www.beko.benelux.nl

Industry:

Consumer Goods

Annual Revenue:

US\$570 million

Employees:

450

Oracle Products & Services:

JD Edwards EnterpriseOne

Oracle Partner:



Steltix
www.steltix.com

“Oracle’s JD Edwards helped us immediately after our implementation by streamlining our wholesale processes and improving our purchasing processes. We were able to reduce management costs by approximately US\$600,000 over six years. At the same time, we became more agile in serving our customers.” – Ronald Wurtz, IT Manager, Beko Benelux

Beko Benelux Ensures Continuity with Scalable and Reliable Enterprise IT Infrastructure

Beko Benelux is a cooperative center of purchase associations for independent bread and pastry bakeries. These associations purchase raw materials for the local bakeries. Beko also offers support services, including storage and distribution of materials and, if needed, sales and marketing support. Beko supplies independent bread and pastry bakeries with all they need for their daily work as well as services that promote growth.

Challenges

- Supply an enterprise resource planning (ERP) solution that is suitable for the wholesale industry and supports logistic planning and streamlining of business processes
- Implement a central solution at the four connected purchase associations in Meppel, Utrecht, Veghel, and Gravenzande
- Replace the old legacy systems and deliver a manageable and future proof solution
- Deliver the needed flexibility that enables Beko to anticipate business changes quickly
- Strengthen Beko’s competitiveness by optimizing the logistic process and efficient distribution to customers

Solution

- Implemented Oracle’s JD Edwards EnterpriseOne applications to improve the efficiency and visibility of the organization’s wholesale processes
- Streamlined business processes and provided the ability to prevent breakdowns of the outdated legacy systems
- Provided Beko the desired stability for the future with guaranteed support in the market for the ERP solution
- Reduced management costs by \$600,000 over the past six years
- Optimized business and distribution processes in order to save four FTE’s (full time employees)
- Worked with Steltix, an Oracle Partner, to accelerate implementation and reduce risk