3F Industries: Responding to Dynamic Market Conditions with SAP® Business Suite powered by SAP HANA®

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Millions of households, bakeries, and confectionery manufacturers rely on 3F Industries to provide vegetable fat products and edible oils that make their food healthier, tastier, and longer lasting. Operating in a very competitive and dynamic market, 3F must be able to customize its offerings quickly. Flexibility and accuracy are key, as market conditions may vary from one location to the next.

Partnering with Infiniti Techlabs LLP to deploy SAP® Business Suite powered by SAP HANA® has given 3F a competitive edge. It can now respond quickly to changing market conditions with daily price changes and schemes tailored to different products and locations. The quality management module within the applications helps ensure quality control across the entire value chain, from procurement to sales, safeguarding the trust placed in 3F by its customers.

3F INDUSTRIES LTD.

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Enhanced control of over 70 depot operations

Company
3F Industries Ltd.

Headquarters
Telangana, India

Industry
Consumer products

Products and Services
Bakery and specialty fats, refined and hydrogenated vegetable oil, and oleo chemicals

Employees
950

Revenue
Rs 1,700 crore
(US$250 million)

Web Site
www.fff.co.in

Partner
Infiniti Techlabs LLP
http://infinititl.com

Objectives

- Gain ability to modify prices daily and tailor schemes by market opportunities
- Synchronize sales with procurement, production, and inventory at depots to maximize sales opportunities and optimize inventory holdings
- Safeguard food safety at every stage, from procurement to sales
- Determine profitability of different business segments and geographies to ensure accountability of managers and support strategic decision making

Why SAP

- SAP® Business Suite powered by SAP HANA®, which provides a robust solution for interdepartmental integration and automation
- Trusted solutions to manage data in real time for faster insights and better decision making

Resolution

- Partnered with Infiniti Techlabs to deploy SAP Business Suite powered by SAP HANA
- Gained visibility into operations and the ability to determine pricing and profitability accurately with standard costing methodology
- Integrated inbound and outbound logistic operations into one system

Future plans

- Harness the data generated from SAP solutions to drive all business decisions
- Integrate secondary sales data to improve responses to customer needs

"SAP Business Suite powered by SAP HANA gives us full visibility into the business and seamless integration between all business functions. We can now respond more quickly to market conditions and operate with full confidence based on data drawn from SAP applications."
Prasada Rao, Chief Financial Officer, 3F Industries Ltd.

10%
Reduction in inventory

20%
Productivity gain with business process automation

30%
Reduction in time needed to complete month-end accounting close

Accurate
Inventory valuation and reporting

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