

# Food Products Manufacturer Gears Up to Grow its Market Lead

## sector:

Food Manufacturer

## country:

Middle East and Africa

## business challenge:

Compile a comprehensive and actionable roadmap to set up an independent IT operation, following the dissolution of a joint-venture arrangement

## solution:

Enlist an IT services consulting partner to help them chart the journey forward, in a risk free fashion, while still adhering to a series of tight timelines

## services:

- IT Consulting Services for networking, unified communications, applications and Microsoft

## results:

- The client had a single point of contact and accountability, and could rest assured that all dependencies and interoperability issues had been considered.
- Risk mitigation flowing from a single technology partnership approach. Adherence to a structured and proven consulting methodology ensured consistency as each technology area was approached using a common set of tools, processes and best practices.

## Executive Summary

Having taken the decision to break away from a joint-venture arrangement and establish an independent technology estate, a leading South African food manufacturer sought to enlist an IT services partner to help them chart their journey forward, in a risk free fashion, while still adhering to a series of tight timelines.

**Dimension Data's consulting experts rose to the occasion and delivered an end to end technology roadmap and budget, on time and within budget.**

## Client Overview

Our client is the South African arm of a French food products multinational and world leader in fresh dairy products. Historically, the parent company has adopted a strategy of growth through joint ventures, particularly in fast-growing emerging markets. It has built an attractive portfolio in emerging markets over the past twenty years, which today represents 30% of its sales.

## Business Challenge

The South African arm of the company approached Dimension Data to assist it assemble a cost effective IT portfolio to enable its evolving business imperatives. Up until then, the company had been operating in a joint venture with another dairy products manufacturer, but had recently taken the decision to operate independently. The challenge was that all IT staff, intellectual property and equipment were owned by the joint venture partner.

A key requirement of the solution was that it aligned to the technical and governance standards of the French parent company. Equally critical however, was the need to accommodate the regional nuances and preferences of the South African entity's operations and support its unique direction and aspirations.

## The Way Forward

Time was of the essence. With deadlines for the migration looming, the client needed to take swift and decisive action. However, a lack of in-house technology expertise represented a spoke in the implementation wheel.

As David Martin, Dimension Data's General Manager for consulting in the Middle East and Africa explains, "Our client enjoys a 40% market share of the Southern African yogurt market. It firmly believes that its area of core competency resides in the realm of manufacturing dairy products – not technology. For this reason it sought to outsource its IT portfolio to a trusted business advisor and partner who could provide a strategic roadmap and guide it through this transformation journey."

## “This consulting output has **addressed everything that we expected.**”

CEO of Food Products Manufacturer

### Solution Delivered

Working collaboratively with the company's CEO and CFO, Dimension Data conducted assessments across 11 technology areas, thereafter consolidating the proposals into a single consulting solution. Initially, the scope of the client's requirements included a plan for an independent network, telephony solution, less restricted intranet and internet, and a cost effective video conferencing facility. Very quickly this grew to include application solutions and the production of a structured and actionable roadmap to migrate off the current CRM system onto the parent company's global SAP template.

Other deliverables included a comprehensive technology roadmap as well as a detailed opex and capex budget for each technology area touched upon during the course of the consulting engagement.

### Services Provided:

To ensure the structured and coherent execution of all delivery elements, Dimension Data proposed a two-phased approach to the task at hand. The first phase focused on the network, telephony, intranet and internet and video conferencing domains. Thereafter we

turned our attention to the application solutions and SAP migration projects.

The consulting engagement was delivered in six weeks and in line with Dimension Data's global consulting methodology. On presentation of the final roadmap, budget and recommendations, the client CEO stated, “This consulting output has addressed everything that we expected.”

### Value Derived

According to Philip Olejnik, Dimension Data's Strategic IT Consultant, the value that the client has realised by engaging with a partner with cross-domain technology expertise should not be underestimated.

“Dimension Data's ability to speak authoritatively across the network, unified communications, applications and Microsoft domains meant that the client had a single point of contact and accountability, and could rest assured that all dependencies and interoperability issues had been considered, thus ensuring nothing ‘fell between the cracks’. It also facilitated swifter execution of the final deliverables, as the need to co-ordinate the activities of multiple parties was eliminated. This was hugely valuable,

given the tight timelines associated with this project.”

Risk mitigation was a further benefit flowing from a single technology partnership approach.

Adherence to a structured and proven consulting methodology added additional benefit, as each ‘piece of the technology puzzle’ was approached using a common set of tools, processes and best practices.

Armed with the insights delivered by members of the Dimension Data consulting team, our client is now in a position to move ahead with the establishment of its own independent IT operation with confidence. Dimension Data looks forward to exploring additional opportunities to assist the company as its technology journey evolves.

### Differentiators

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