



Image: DR. OETKER

## SUCCESS STORY

# DR. OETKER

“SNP AG convinced the IT management and project management with its specific SNP System Landscape Optimization Method. Overall, we are very satisfied regarding the collaboration with the SNP consulting team. Growing experience allows a goal-oriented approach to projects.”

Franz Guggenberger, Head of International IT Services Department,  
Dr. August Oetker Nahrungsmittel KG

# The Successful Harmonization of 15 SAP Systems

## About Dr. Oetker

Dr. Oetker GmbH is the parent company of numerous Dr. Oetker production and distribution companies which operate in around 40 countries. In addition to Germany, the companies are mainly located in western and eastern Europe, but also operate in Canada, Brazil, Argentina, India, China, Malaysia, Australia, South Africa, and Tunisia.

Around 10,000 employees work for Dr. Oetker – over 4,000 of whom work at the six plants in Germany, which belong to Dr. August Oetker Nahrungsmittel KG, the German parent company. Founded in Bielefeld, Germany, over a century ago, the Dr. Oetker family business ranks among the leading branded goods companies in the German food industry. The Dr. Oetker brand is known to virtually every consumer. In more than ten product ranges encompassing, among other things, baking accessories, baking mixes, instant desserts, ready-to-eat desserts, frozen pizzas, and snacks, Dr. Oetker is represented in Germany with around 400 different products. It is the market leader in nearly all of its product lines.

Further information: [www.oetker.com](http://www.oetker.com)

## The Challenge

It is only possible to work together seamlessly with distributors across Europe if there is a unified organization. In order to respond to the increasing internationalization of its customers, Dr. Oetker also wanted to harmonize the processes, systems, and master data of its offices in 20 countries across Europe.

To do this, 15 country-specific SAP® systems with different releases were to be centralized in a 'European Platform' at the company's headquarter in Bielefeld – including all datasets. During this process, all of the country-specific processes for finance, controlling, materials management, sales and distribution, and production also had to be harmonized. Moreover, organizational structures such as company codes and controlling areas, plants, and sales units had to be standardized.

## The Solution

Dr. Oetker brought SNP on board to assist with this harmonization project. At first, the future SAP structures for the core processes were defined. These core processes were then mapped into SAP standard solutions and templates.

Each SAP client migration that Dr. Oetker conducted as part of the 'European Project' involved extremely comprehensive and complex datasets. The different releases of the SAP source systems in the various countries posed a particular challenge. Another issue was that after a certain date, Unicode conversions were necessary as well.

SNP Transformation Backbone® met all the requirements. Thanks to direct access to the databases, large amounts of data could be automatically – i. e. quickly – migrated in high quality and with minimal system downtime. Country-specific migration rules also ensured that the data were adapted to the central 'European System'. These rules were created by each of the project teams after analyzing the SAP source system and implemented by the SNP specialists using the SNP Technical Conversion Workbench (SNP TCW).

Eleven European SAP clients were successfully migrated to the central SAP platform in Bielefeld, followed by France, Austria, and Switzerland in 2010.

## The Advantages

- Automatic migration even for large datasets
- Minimal downtime
- A streamlined IT landscape supports future growth