

How Can Faster, More Efficient HR Help a Growing Dairy Company Break Into New Global Markets?

Tapping into some of the world's best milk from South Gippsland, Burra Foods Australia has shown that a small dairy processor can grow to make a major impact on global food production. Focused primarily on export markets, the midsize business has recently set its sights on China. As customer demand continued to increase, manual and paper-based HR processes could not keep up. Staff were spending too much time on HR-related tasks and the business had no visibility into the workforce as a whole. Burra Foods brought in a new HR General Manager, who saw that a digital transformation was in order.

To streamline processes and improve workforce insight, Burra Foods deployed the SAP® SuccessFactors® Employee Central solution and SAP Jam™ Collaboration. Within a week of going live, 98% of staff were using the system. HR has now centralized data and reporting to better manage talent, and employees have more time to focus on what they do best – getting top-quality dairy products through production and out the door to customers around the globe.



“Burra Foods is growing at a rapid rate. As a small player in the dairy industry, we are close to reaching capacity at our plant. So to grow, **we need to be more efficient.** People tasks were taking up a significant portion of time for our leadership, managers, and frontline employees.”

Brad Cowling, General Manager for People Culture and Safety, Burra Foods Australia

Burra Foods is in a high-growth position with access to new markets in China. But having no systems supporting HR processes meant the HR team was spending the majority of its time on administrative tasks. Paper and spreadsheets provided no visibility into the workforce and made forecasting and addressing issues difficult. Now it has full transparency into HR processes, and employees have more time to focus on their strategic tasks.



25 years

Of quality and innovation in the dairy world



350 million

Liters of milk per year



2009

Launch into the milk powder market



>65,000

Tons of product processed per year



Saving Time and Lowering Costs with SAP® SuccessFactors® Solutions

Burra Foods Australia
Melbourne, Australia
www.burrafoods.com.au

Industry
Consumer products – food

Products and Services
Dairy products

Employees
180

SAP Solutions
SAP® SuccessFactors®
Employee Central solution;
SAP Jam™ Collaboration

Manual, paper-based HR processes could not keep up with the rapid pace of growth at Burra Foods. Using a rapid-deployment approach, Burra was able to deploy the SAP SuccessFactors Employee Central solution and SAP Jam Collaboration in less than 8 weeks, reducing implementation costs. Burra now has a single, unified HR platform with the flexibility and scalability of the cloud.

Before: Challenges and Goals

- Reduction of manual processes and errors to improve the ability to identify and develop talent
- Lack of visibility into the workforce
- Need for an integrated, strategic HR solution to support end-to-end processes and business growth

Why SAP

- Best option for Burra Foods when compared with Workday, Flare HR, and Frontier Software's Chris21
- Ability to run integrated, end-to-end HR processes as well as the scalability for rapid growth
- Option to use additional SAP solutions for IT projects to come

After: Value-Driven Results

- Redirection of HR time from tactical to strategic tasks
- Automation of HR processes
- Better user experience, helping employees and managers to become self-sufficient
- End-to-end visibility of HR processes and comprehensive reporting capabilities
- Lower costs and technological risk, thanks to standard functionality on a unified platform
- Time savings through a powerful yet simple administration interface
- Burra Foods implemented the full suite of SAP SuccessFactors solutions within 10 months

“SAP Success Factors solutions are **freeing up people's time – letting them get back out on the production floor to deliver the products our customers are screaming for.”**

Brad Cowling, General Manager for People Culture and Safety, Burra Foods Australia

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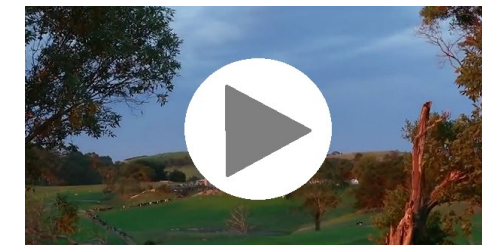
To deploy SAP SuccessFactors Employee Central and SAP Jam Collaboration

4,500

Person hours saved per year, the equivalent of 2.5 team members

98%

Of employees using the system within one week of going live



Watch the video to find out more about how Burra Foods is streamlining HR.

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