



SAP Business Transformation Study | Consumer Products | Grupo Choví

How Did a Classic Spanish Condiment Company Become Agile Enough to Operate Like a Startup?

More than half a century ago, the Choví brothers sold cod fish balls with a homemade aioli sauce – a sauce so delicious that it led to the creation of a classic Spanish condiments company, Grupo Choví. With condiments that have become a staple at tables across Spain, Grupo Choví is quickly expanding to international markets. But to do this, it needed a cutting-edge ERP system that would help it adjust quickly to changing market demands.

Working with implementation partner Seidor, Grupo Choví deployed SAP S/4HANA®. Now it has tighter process control and greater visibility company-wide. Unified and centralized data help ensure accuracy in cost and revenue numbers. Plus, instant anytime, anywhere access to that data means sales teams no longer need to contact IT to run reports on customers and accounts. The result is greater flexibility and better customer service – helping Grupo Choví revamp its business in order to bring a Spanish taste tradition to more households around the world.





“It all started back in 1950 with our aioli sauce. Now Choví is the taste of Spain. We want to **bring that taste to people all over the world** – and we need the right technology to do it. We’re taking this tradition and making it Choví 4.0.”

Ximo Marco, IT Director, CHOVÍ S.L.U. (Grupo Choví)

With plans for major global expansion, Grupo Choví needed to replace its outdated ERP system. Thanks to SAP S/4HANA® and the SAP Fiori® user experience, it has replaced manual paper-based processes and reporting with instant anytime, anywhere data access and full process control. The result is that Choví has the speed and flexibility it needs to run like a startup.



>60 years

Of experience in making traditional Spanish sauces from quality ingredients



18.7 million

Kilograms of condiments produced each year



15%

Sales growth year over year



Running a Live Business with SAP S/4HANA®

CHOVÍ S.L.U. (Grupo Choví)
Benifaió, Spain
www.chovi.com/en

Industry
Consumer products – food

Products and Services
Condiments

Employees
250

Revenue
€40 million

SAP® Solutions and Services
SAP S/4HANA®, SAP Fiori® user experience, SAP® Preferred Care service, and SAP Early Adopter Care program

To increase flexibility and agility, Spanish garlic condiment leader Choví worked with Seidor to deploy SAP S/4HANA. Now it has the cutting-edge ERP it needs to spread a Spanish tradition quickly around the world.

Before: Challenges and Opportunities

- Respond quickly to market changes to meet customers' needs and evolving tastes
- Go paperless with automated and integrated ERP for all operations in order to expand to global markets
- Provide sales teams and management with instant access to the information they need, rather than requiring IT to run reports

Why SAP and Seidor

- SAP S/4HANA for an intuitive yet powerful in-memory system to unify and integrate financials, sourcing and procurement, supply chain, sales, manufacturing, quality management, and plant maintenance
- Mobile capabilities made possible with SAP Fiori
- SAP Preferred Care to help deepen product knowledge, optimize processes, and enhance issue resolution
- SAP Early Adopter Care to simplify, innovate, and digitalize with help from a project coach, enabling two-way communication, improving transparency, and allowing stakeholders to react to and minimize project risk
- Extensive industry experience of SAP partner Seidor

After: Value-Driven Results

- Increased control and greater visibility company-wide, helping the company adapt quickly to market changes
- Real-time monitoring of sauces and packaging, enabling better quality control
- Enhanced customer service thanks to real-time mobile access for sales people, providing the account information they need anytime, anywhere
- Unified and centralized data, helping ensure accuracy in cost and revenue numbers

“SAP offers the innovative solutions that Choví needed. We are convinced that SAP S/4HANA was the right choice for us. It gives us the **real-time data access and agility we need to move into global markets.”**

Ximo Marco, IT Director, CHOVÍ S.L.U. (Grupo Choví)



Featured Partner



24x7

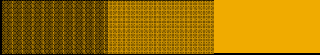
System access

100%

Data accuracy

Wow

Factor with customers – helping sales teams close deals more easily



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