

Working Smarter to Continue Delivering Innovations with **SAP® Business ByDesign®**



TasteTech Ltd.
Bristol, UK
www.tastetech.com

Industry
Consumer products

Products and Services
Controlled release flavorings and ingredients

Employees
>50

Revenue
€5.7M (2016)

SAP® Solutions
SAP® Business ByDesign® solution

TasteTech, a leading manufacturer of controlled release flavorings and ingredients for the global food industry, works with brands across the bakery, confectionery, chewing gum, and sports nutrition sectors. Deployment of SAP® Business ByDesign® and support from In Cloud Solutions helps TasteTech to grow its business through seamless access to customer, marketing, sales data, and project tracking.

Before: Challenges and Opportunities

- Faced limitations with a legacy system that required server upgrades
- Needed to extend the scope of a manufacturing-focused solution to improve sales orientation and integration
- Expanded from one area to comprehensive ERP processes in the cloud for flexible support of business growth
- Digitalized data and information for immediate availability across the company

Why SAP and In Cloud Solutions

- Scalable cloud solution that grows with the company business and IT infrastructure
- Integrated solution for a smooth, consistent flow of data across previously disconnected units
- Reliable solution with related best practices to jumpstart and support business aspirations for growth
- Recognized expertise of In Cloud Solutions in supporting companies of all sizes with SAP Business ByDesign

After: Value-Driven Results

- Real-time and transparent follow-ups with customers based on consistent data
- Strong sales support in terms of access to data and level of detail
- Smarter project monitoring and tracking, combined with faster issue resolution
- More professional engagement with markets and customers

“To meet customer requirements, we must centralize the collective knowledge of our employees. SAP Business ByDesign works as a central information repository channeling knowledge flow to all users and enabling smarter cross-team collaboration across our four factory units.”

Rob Sinton, Supply Chain Manager, TasteTech Ltd.

Featured Partner



20%

Order throughput increase without increasing resources

15%

Growth within three years of deploying SAP Business ByDesign

Digitalized

Information for seamless collaboration and issue resolution across company units



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