



Warburtons Case Study

BACKGROUND

Warburtons employs over 4,500 people and is actively managed by the fifth generation of the Warburtons family – Brett, Jonathan and Ross. The company produces more than two million bakery products a day which it distributes across the UK from its thirteen bakeries and eleven depots.

Warburtons' vision is to become "Britain's Favourite Baker" through continued investment, family and employee commitment and maintaining its reputation for producing the best quality, freshest bread, and delivering unrivalled customer service.

Warburtons is one of the top five grocery brands in the UK (AC Nielsen).

THE BUSINESS REQUIREMENT

Warburtons upgraded its existing BlackBerry® infrastructure and deployed new BlackBerry smartphones to its operational board members and senior managers early in 2007 with help from O2.

Aware that its BlackBerry smartphones could do more than email and diary management and with many of the management team frequently out of their offices, Warburtons started looking for additional business functionality that would improve their managers' productivity, speed up decision making and be economically beneficial in a very short time.

Damien Ghee, Warburtons Director for IT and Programmes saw Purchase Order approval as one such process and realised that there were systemic delays when the manager responsible was away from their desk.

In conjunction with its mobile service provider O2 and iQlink, Warburtons implemented an SAP PO approval application in less than one month.



BlackBerry® 8100 smartphone

THE SOLUTION

Warburtons was very clear about the functionality required:

- Automatically send an email to the correct authorizer based on Cost Centre
- Simultaneously push the PO details (Vendor, line items and values) to the application running on the BlackBerry
- Enable the authoriser to review the PO and either:
 - Release it
 - Request more information
 - Reject the PO and send an email to the person who created the PO advising them of their action
- The solution needed to work without a live connection (GPRS) to SAP and synchronise when the link was re-established
- Provide a full audit trail
- Be easy to use

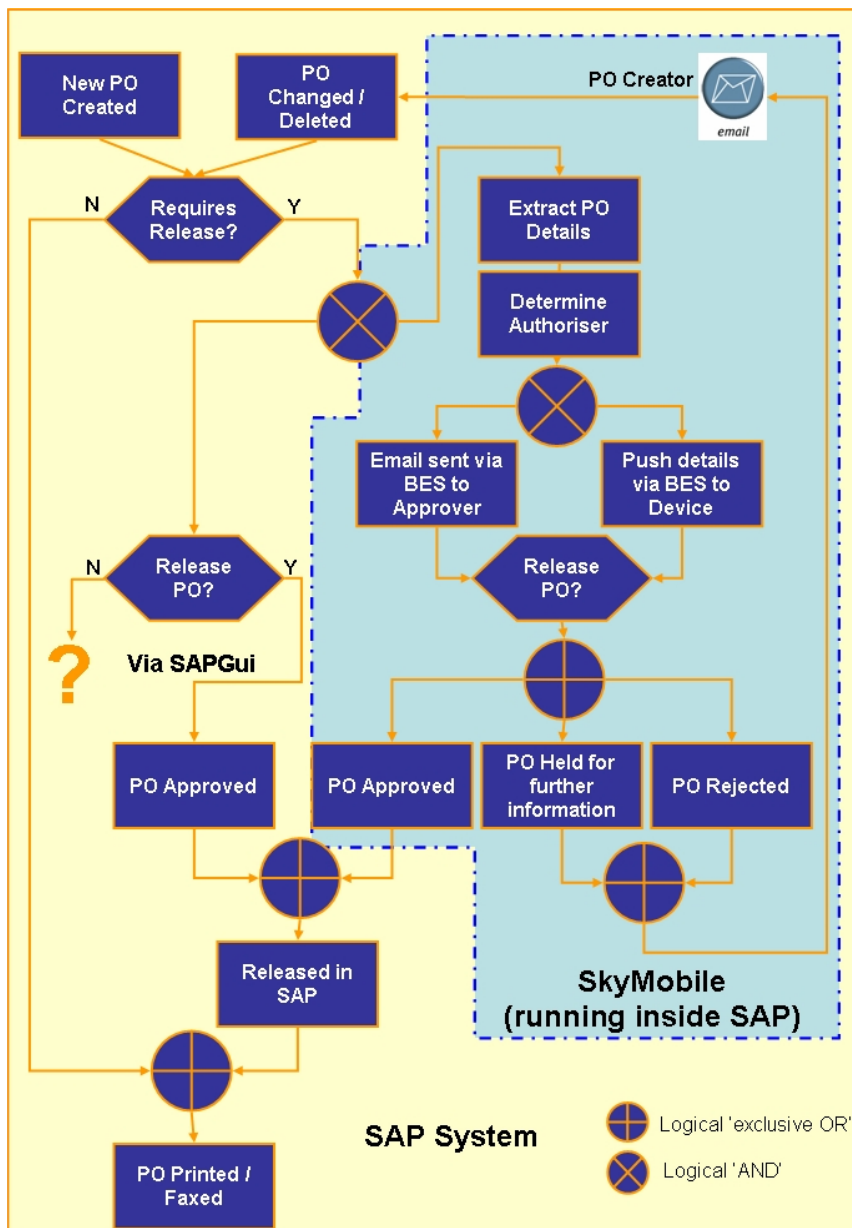
"We are delighted with this solution from iQlink because it is really easy to use and we have received great feedback from our senior managers. It has removed a bottleneck in the business, and means that we are able to process purchase orders much more quickly."

Bob Beard, Purchasing Director, Warburtons Ltd.



"We were looking for a proven solution, which could be implemented quickly, and ideally without the need for any additional middleware. The solution from iQlink delivered this."

Damien Ghee, IT and Programme Director, Warburtons Ltd.



PO Approval in SAP from Blackberry smartphone

THE FUTURE

Warburtons is now investigating other mobile requirements within the business where it can build further on its investment in with iQlink.

"The success of this project has now got us thinking about where else mobilising SAP could realise quantifiable business benefits. Our management is comfortable with this new technology and understands its potential for improving the productivity of our mobile workforce."

Damien Ghee, IT and Programme Director, Warburtons Ltd.

SOLUTION DETAIL

When a PO is ready for approval and release, the iQlink mobile application extracts PO details from SAP and, based on Cost Centre, understands to whom the PO should be sent.

The approver is emailed via the BlackBerry Enterprise Server (BES) and the PO details are pushed onto their BlackBerry smartphone by the application.

The approver then decides if they want to release the PO in which case it is returned to SAP for release via a standard SAP BAPI. Otherwise the approver may either reject the PO or place it on hold, pending further information.

Whichever action is taken, the application automatically formats and sends an email to the original creator of the PO so that they are kept up to date with progress.

If a BlackBerry cannot communicate with SAP (for example, there may be no GPRS signal, or the phone may be switched off; for example, when on a plane), then the information is stored on the device, and automatically synchronised with SAP when the connection is re-established. This means that the manager can carry on working at any time, wherever they are.

When a PO is released via SAP GUI, or deleted, then the update is pushed to the BlackBerry and deleted from the work-list queue.

The whole solution was implemented on the SAP server, without the need for any additional middleware, in under four weeks. Warburtons now has a closed-loop feedback to the original creator of the PO which ensures that full visibility is maintained.

THE BENEFITS

Warburtons processes purchase orders faster than before, originators are kept in the picture, the friendly user interface minimised training costs and facilitated user acceptance.

Management productivity has improved, Warburtons makes better use of its investment in the latest BlackBerry smartphones, and its senior managers now have hands-on experience of mobile data access to SAP.

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