

SNAPSHOTS

Genius Foods takes control of its business

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Key facts

-  SAP Business ByDesign gives integrated view of Genius business for the first time
-  Business development facilitated through strong financial reporting and clear commercial information
-  Customer relationship management streamlined and customer care improved
-  Cost-effective and user-intuitive technology encourages best practices and improves business processes



“We needed a flexible solution that could support a changing and growing business. This is not just a ‘nice to have’ for us; it’s essential.” Stella Morse, CFO, Genius Foods

Genius Foods, the UK’s leading gluten-free food company, has developed a large range of products now stocked by every major supermarket in the UK as well as many independent retailers. Genius also has an online foodservice and a growing presence in Canada, Spain and North America.

As well as significant growth, Genius’ business model is changing, giving the company much more control over the manufacturing and design of its products. Genius’ legacy systems for accounting, CRM, and customer care were disparate, with no flow of information between departments. Genius needed a system that was both scalable – to accommodate the company’s current growth, and flexible – to build in contingency for any route the company may take in scope of operations, channels to market, and change of business model.

Genius selected Coficient as a technology partner, who recommended the implementation of SAP Business ByDesign. Coficient dedicated a considerable amount of time to understanding the challenges and opportunities of the

business. Stella Morse, CFO, Genius Foods says, “We were impressed with Coficient because of the commitment they showed us – even before any purchasing decision was made. And they demonstrated great foresight about the future growth of our company. They have some very smart people who are great to work with.”

Following the implementation of SAP Business ByDesign, Genius will be able to understand and compare the sale of its products across all of its lines – including its online store. This accurate commercial information will allow Genius to make strategic decisions about products, marketing, sales and customer service. SAP Business ByDesign will also enable connectivity between customer relationship management and ‘customer care’, improving relationships across the board with customers, partners and suppliers.

For more information

To find out how SAP can help you to achieve similar benefits for your organisation, visit www.sap.com/uk/sme or call UK **0800 0852 631** / Ireland **+353 (0)91 404 300**.



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