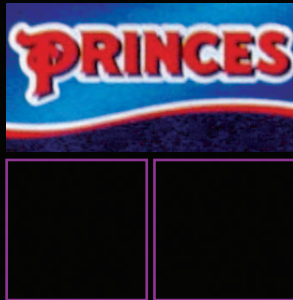


# Princes Ltd

case study



food & manufacturing



**The company** Princes are the number one importer and one of the leading suppliers of canned foods within the UK, leading the market for canned fish, canned meat and sandwich solutions. Princes have an expanding business across mainland Europe, supplying a portfolio of market leading brands. Princes are also the UK's third largest supplier of soft drinks. Princes Limited is part of the Princes Group, which deals with over one hundred and fifty suppliers across forty countries every day. Princes employ over three thousand people across many sites in the UK, Holland and Mauritius. As well as owning market-leading brands like Princes, Napolina, Shippams, Aqua Pura and Jucee, the Princes Group also supplies retailer brand products to major UK and European retailers across all its categories.

**The Problem** Princes needed a solution that would streamline their business processes and increase visibility to their world wide base of suppliers.

Like many organisations Princes were locked in the cycle of raising orders on their back office (SAP R/3) system, printing/faxing out orders and any associated documents, waiting a few days (depending on where the supplier is based) to follow up with a phone call to confirm that they have received the order. Phone calls and emailed spreadsheets were then exchanged confirming that they have the latest version of the order (following changes highlighted in the latest SAP MRP run) and confirming acceptance and expected delivery. The whole supply chain process was being performed inefficiently and needed improving.

They realised that all the time spent on the telephone was eating into a high percentage of the buyers day which could be better utilised negotiating better deals for Princes and streamlining working practices. Fire fighting was preventing buyers from fulfilling their main objectives.

**The solution** Princes implemented i2B's eSRM (Supplier Relationship Management) solution, a component-based business application that helps streamline operations, and offers a step-by-step evolution to seamless integration of their supply chain.

Sitting alongside and tightly integrated with their rapidly growing group wide SAP R/3 system, i2B's eSRM is now helping Princes communicate more efficiently with their worldwide base of suppliers and shipping partners.

**The benefits** One of the many major benefits of implementing i2B's eSRM solution is that Princes now has an efficient, standardised IT platform that is used throughout the Group. The information is up-to-date, uniformly structured, accurate and accessible to all who are authorised to use it. eSRM enables Princes to manage delivery of purchase orders, contracts through creation and change management, online order approval by vendors and shipping confirmation updates from 3rd party global transport company's, allowing much tighter control and monitoring of very complex procedures and processes.

"The main business benefits gained are on the dramatically reduced time to process purchase orders and shipment confirmations. i2B have been excellent".

