



## CUSTOMER SUCCESS STORY

### **Recipe for Success** ***C&H Sugar Mixes SEEBURGER Technology with SAP***

In a 19<sup>th</sup> century structure overlooking the San Francisco Bay, a company rich in tradition is blending 21<sup>st</sup> century technology into its 98-year-old business.

C&H Sugar, which produces 10 percent of the sugar consumed in the U.S., runs the business from a refinery and headquarters built in the 1880s. But the building isn't the only antique in the business. Until recently, the company was running its finance and customer service operations on a legacy mainframe system – with an add-on EDI application – whose manufacturer had long since ceased support. “It was unsupported, unstable and very difficult to manage,” explained Gary Walden, SAP project manager for C&H.

So they set out to find a system that could help them run the entire business, selecting SAP after an exhaustive process. Soon after making the SAP decision, C&H began searching for a complementary EDI solution replacement. They were using a value added network from Sterling Commerce at the time, and the field of competitors quickly narrowed to Sterling and SEEBURGER.

#### **Strong relationships sweeten the deal**

While specific functionality was 70-80 percent of the choice, Walden said the non-functional criteria – primarily the vendor's relationship with SAP, as well as existing customer base in the consumer packaged goods (CPG) industry, support and customer service – made it clear that SEEBURGER was the contender of choice for C&H's business integration.

For more than 18 years, SEEBURGER has been delivering experience and unmatched integration solutions to more than 1,500 organizations in the CPG and retail markets. SEEBURGER customers rely on the company's comprehensive knowledgebase of industry-specific business processes, which means that organizations like C&H can implement SEEBURGER solutions quickly, securely and cost-effectively. And many see a return on investment in SEEBURGER technology within six months of implementation. In addition, SEEBURGER is a long-standing partner of SAP's – with more than 10 years and 1,000 joint



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customers as SAP's integration vendor of choice. In March of 2003, SAP further solidified SEEBURGER's stature as the primary B2B/EDI partner by entering into a global alliance agreement to embed SEEBURGER solutions in SAP NetWeaver. "We really liked SEEBURGER's functionality and capabilities, but their relationship with SAP was key to our selecting them," Walden explained.

### **Integration plus service yields success**

C&H selected SEEBURGER's Business Integration Server (BIS) to handle EDI communications with customers. BIS is a single, scalable platform for seamless integration of business partners and includes application adapters, an Any-to-Any Conversion Engine, pre-defined SAP workflow processes, a repository of best-in-class, industry-specific mappings and over 60 communications protocols.

In this particular application, C&H needed initially to communicate with a few select customers, such as Wal-Mart, Costco and grocery store chains like Safeway and Albertson's. On its first day of production, Walden reported "no down-time at all" with the SEEBURGER Business Integration Server, and C&H was able to ship its normal volume without incident. The organization is currently using EDI on the customer side only, for receiving and confirming orders as well as invoicing these key customers.

Customer service was one of C&H's key considerations, and one that's crystallized for Walden. "The best aspect is that, if there's an issue or a question, I have good people at SEEBURGER who are easy to reach. It's been a significant help to be able to use them to get things working; they have been very helpful and we're very pleased."

### **Modernization leads to future plans**

C&H has quietly brought an older, legacy business system into the 21<sup>st</sup> century over the last few months. In fact, the company's location in California is the perfect transportation hub – on an inlet of the San Francisco Bay, with a rail split on the other side – sprinkled with the history of the company. The organization that was founded by Hawaiian sugar cane growers in 1906 is poised for serious business integration as it approaches its 100<sup>th</sup> anniversary.



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According to Walden, “pent-up demand” for additional EDI capabilities has been building with outside warehouses that receive and ship C&H products on the company’s behalf. So the company is analyzing a second phase roll-out for their supply chain, which could include extending EDI communications to other customers and further along the chain to suppliers and other partners. C&H is understandably interested in realizing additional savings by eliminating the VAN at some point.

“We’re happy with the company, happy with the support we’ve gotten and happy with SEEBURGER’s technology,” Walden added. “We know we’ve made the right decision, in part because SEEBURGER’s relationship with SAP remains strong.”

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### **About SEEBURGER**

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today serves more than 6,500 customers in 35 countries and more than 15 industries through its flagship B2B Gateway and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that has attracted blue-chip clients ranging from Hyundai to Sega of America, Bosch-Siemens, Sunny Delight Beverage Company, C&H Sugar and Goodyear since it opened in 1998. For more information, visit [www.SEEBURGER.com](http://www.SEEBURGER.com)