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CASE STUDY

St Pierre Groupe proves benefits of digitalisation with Infor and Anthesis

St Pierre Groupe is an international branded bakery business with a turnover in excess of £100 million. Headquartered in Manchester, UK, its branded products are available worldwide in more than 35,000 stores. Its brand portfolio includes America's number one brioche brand, St Pierre; leading extended life bakery brand, Baker Street; and category leader in part-baked bread, Paul Hollywood. In 2019, St Pierre Groupe won the Queens Award for Enterprise in International Trade.



Headquarters

United Kingdom

Industry

Food & Beverage

Infor product

Infor CloudSuite™

Food & Beverage

Website

stpierregroupe.com

Infor partner

Anthesis

“**The biggest benefit of using Infor CloudSuite Distribution Enterprise is access to granular data on sales and costs. These increased insights allow us to view variability more clearly, and we can analyse our most profitable regions and business lines as a result.**”

RACHAEL EADE

Finance and Operations Director, St Pierre Groupe

The right recipe for success

Managing fast-paced growth is challenging enough without the additional curveballs of a global pandemic and Brexit. Against this backdrop, St Pierre Groupe identified a requirement to modernise its core ERP system to instil consistency and scale across the business, driving enhanced visibility and control via dynamic insights.

“The business had been growing exponentially, particularly in the US, but was operating without an integrated financial and multi-country capability,” comments Rachel Eade, finance and operations director at St Pierre Groupe. “Our supply chain was being managed on MS Access databases resulting in a lack of visibility, which is of course essential for international trade. As a business, this gap in our back office had become untenable. We knew that we needed a platform which would free up colleagues from transactional tasks, primarily to accelerate decision-making and improve customer service.”

Enhanced intelligence

St Pierre Groupe engaged a specialist selection consultancy to help choose the best platform for its business ambitions. Through this process, it distilled a requirement for enhanced intelligence, greater analytics for budgeting, and forecasting to better understand challenges across supply and demand. Its chosen enterprise resource planning (ERP) platform needed to encompass scale and international capabilities to build on rapid growth, as well as deliver ease of use and value.

Infor® CloudSuite Distribution Enterprise was selected based on its successful track record, its ability to scale, its dedicated food industry-specific capabilities, out of the box functionality, and its ability to support international, multi-currency operations. Easy integration with St Pierre Groupe’s other core systems using Infor OS (Operating Services) and overall value were also key.

“The Infor team did a great pitch and demonstrated excellent planning capabilities within the system, which really impressed us,” Eade continues. “Ultimately, we made our selection based on Infor’s track record and scale, combined with the fact the solution could be implemented out of the box. Similarly, the solution architect at Anthesis came with a wealth of experience and instilled us with a huge amount of confidence. The fact that the implementation went well, and went live on time, is testament to this.”

Business challenges

- Unify its core ERP system to enhance visibility, allowing for consistency and scale across the business
- Leverage enhanced intelligence, greater analytics for budgeting, and forecasting to better understand challenges across supply and demand
- Gain the capability to quickly adjust to disruptions via multi-tenant cloud deployment model

Staying one step ahead

Since going live, St Pierre Groupe has continued to navigate unpredictability. The fallout from the pandemic is being felt across the industry in the form of price increases from suppliers, additional paperwork due to Brexit, driver shortages, and supply chain disruption. While by no means a panacea to these challenges, Infor CloudSuite Distribution Enterprise is allowing the company to access—in real time—granular data on sales and costs, and track demand more closely.

“The biggest benefit of using Infor CloudSuite Distribution Enterprise is access to granular data on sales and costs,” Eade adds. “These increased insights allow us to view variability more clearly, and we can analyse our most profitable regions and business lines as a result. This visibility has helped us to pursue our US growth, and if the world had stayed the same as it was in 2019, the system would have been brilliant. The fact that the world is ever changing and we’re having to deal with higher admin costs—customer charges, driver shortages, bakery shortages, and absorbing huge additional amounts of paperwork as a result of Brexit—means we’ve not been able to leverage the automation benefits as much as we would have done otherwise.”

The multi-tenant cloud deployment model helps to reduce St Pierre Groupe’s total cost of ownership (TCO), allowing the company to fulfil its core objective of freeing up time and dedicating resources toward meeting the market challenges it continues to face. Crucially, it underpins team agility to capitalise on new opportunities whilst facilitating scale.

“Anthesis has brought value to the project and its team of consultants continue to support us well,” Eade says. “When we’ve had to change a business process, for example when we needed to hold stock in the US, Anthesis helped us to navigate that and redefine processes to accommodate the change. This partnership has allowed us to maximise value out of the system and, as we move ahead, we’re looking forward to using what we have in a better way, refining processes and cementing our use of the platform.”

Business results

- Easy integration with St Pierre Groupe’s other core systems using Infor OS (Operating Services) allowed for efficient, on-time deployment
- Real-time access to granular data on sales and costs enables closer demand tracking
- Cloud deployment reduces total cost of ownership, boosting agility and allowing teams to capitalise on new opportunities at scale

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Infor House, 1 Lakeside Road, Farnborough, Hampshire, GU14 6XP, www.infor.co.uk

INF-2654935-en-GB-0422-1