







## Hovis gets the ‘best of both’ worlds for its IT support

**Bread maker Hovis gets the ‘best of both’ worlds as it moves SAP support back onshore in a three year support deal with UK based SAP Consultancy, Edenhouse Solutions.**

When offshoring first took off 20 years ago, companies were content with long lead times and key IT activities happening far away from their operations and customers. Lured by the promise of a lower cost base many companies were quick to take up the opportunity of significant cost savings.

Business is significantly different today. In a hugely competitive and rapidly changing marketplace, where products need to get to market faster than ever before, important software activities need to be performed much closer to home.

For many organisations, offshoring IT was also never quite as seamless and risk-free as promised. There are a range of unforeseen challenges and risks to brand reputation: from lower than expected code quality, extensive project delays, security breaches and major cost overruns, to cultural and language divides. Even just communicating with people in different time zones can prove to be troublesome and time consuming.



**“Choosing Edenhouse as our SAP support partner was a straightforward choice, we are an iconic UK brand and business that were looking for an extension of our team who can support as we move forward. The UK based support and the overall engagement were key factors in the decision.”**

*Dominic Howson, IS Director, Hovis*

## The Opportunity

Many companies are beginning to view IT as too important to be performed offshore. Organisations such as BT and Powergen are turning to onshoring solutions to limit their business risk and support British economy.

In April 2014 Premier Foods reached an agreement with The Gores Group, a private equity firm, to operate their bread business as a stand-alone joint venture, trading as Hovis Limited.

Since 1987, Gores has successfully acquired and operated 110 companies, across diverse industries such as technology, telecommunications, business services, industrial, healthcare, media and entertainment, and consumer products. As part of the transaction, Gores acquired a 51% stake in Hovis with Premier Foods retaining a 49% ownership interest in the joint venture.

Founded in 1886, Hovis is an iconic UK brand of flour and bread and, being one of Britain's best known food brands, has significant expansion potential into other bakery segments. The new venture has facilitated a significant increase in capital investment in the bread business, boosting operational efficiencies and reinvigorating the well-known Hovis brand and heritage. However, some shared services and IT functions were still embedded within the Premier organisation and IT support was carried out offshore.

## The Solution

After lengthy discussions and a tender process, the contract to split the Hovis and Premier SAP systems was awarded to Edenhouse. Edenhouse needed to take copies of the Premier system and rebuild it within the Hovis landscape to enable them both to have operational business systems prior to the legal business separation.

This required the complex unpicking of the systems integration from the Premier landscape, including the reassignment and re-pointing of over 300 batch jobs, systems landscapes and interfaces to ensure cutover was achieved over a weekend. The business had to have all systems ready for Monday morning to ensure ongoing processing of daily sales orders (around 5,500 per day), and associated EDI feeds from and to customers continued uninterrupted.

## The Result

Hovis had also decided to move from a largely offshore support structure and appointed Edenhouse to provide ongoing IT support; a strategy viewed very positively within the business. With the flick of a switch the complex system monitoring was switched over to ensure a seamless transition from the offshore service provider to the Edenhouse support team.

The project go-live was achieved in four months; an incredible achievement as it also involved a change of hosting partner, network provider and helpdesk. This entire programme of work is significantly important in Hovis' ambitious growth plans and further strengthens Edenhouse's reputation in the CPG sector.



## About Edenhouse

Edenhouse is a full service SAP consultancy providing fully integrated end-to-end business solutions and support services for both new and existing SAP clients. As a Gold Value Added Reseller of SAP solutions Edenhouse is licensed to sell both Cloud and On Premise software. They provide a complete service of enterprise solutions from Licence, Implementation Services, Managed Services, through to Support and Maintenance.

Edenhouse is a trusted partner to over 350 organisations with skills and experience covering all aspects of the SAP application lifecycle, and through their unrivalled SAP support services are dedicated to helping clients optimise their investment in SAP.

[www.edenhousesolutions.co.uk](http://www.edenhousesolutions.co.uk)

## About Hovis

Hovis Limited is a vertically integrated baking and flour milling business jointly owned by The Gores Group (51%) and Premier Foods plc (49%). The Company was created in April 2014 to help release new investment to upgrade its operational infrastructure and reinvigorate the Hovis brand, building on its rich heritage.

The Company is head-quartered in High Wycombe and employs approximately 3,800 people at nine bakeries, six flour mills and two regional distribution centres across the UK. Hovis is one of the largest bakery brands in the UK and amongst the best known food brands in the country. Hovis Limited also makes Mothers Pride, Ormo and retailer branded bakery products and supplies flour to a range of customers under its Rank Hovis, Fleming Howden and Holgran trading platforms.

[www.hovisbakery.co.uk](http://www.hovisbakery.co.uk)

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