

Certipost **e-Supply**

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## **CSM Bakery Supplies consolidates European EDI trading network on Certipost platform**

International bakery products supplier CSM, the company behind powerful brands such as Waldkorn and Kate’s Cakes, exchanges tens of thousands of electronic invoices and other trade documents with over 30 large customers and logistics providers across Europe — and the number is rising.

### **the challenge**

CSM Bakery Supplies provides in-store, out-of-home, artisan, and industrial bakeries with a wide range of products, varying from bakery ingredients to semi-finished to ready-made and frozen products, such as cookies and doughnuts, icings and toppings, cake mixes and mini bites. The information flow in this multi-channel supply chain caused CSM to handle a massive stack of paper trade documents daily and to manually enter data into its SAP system, which is a time-consuming, error-prone, and expensive process. Additionally, the Netherlands-based company operates in twenty-two countries in Europe, which adds the burden of having to comply with different national VAT legislations. CSM was looking to implement a pan-European digital collaboration platform with the aim of streamlining its process flow, reducing its operational costs and easily connecting with new trading partners across Europe.

### **the solution**

“We have issued an RFP to nine digital solution providers,” says Danny McCarthy, Systems Integrator at CSM. “As Certipost has a proven record and a longstanding successful collaboration with CSM Benelux, we have chosen to work with them for our European electronic project as well.”

Certipost e-Supply is a highly scalable B2B solution facilitating the secure electronic exchange of confidential documents between the European CSM plants and their trading partners. The electronic data interchange (EDI) occurs in the form of structured messages by means of the Certipost online communications hub, called CertiONE.

CertiONE is an open, future-proof platform that offers various account types, ranging from a free secure mailbox to fully automated document exchange with back-office integration. This will allow CSM to easily connect with smaller companies that do not have their own EDI solution.



## ABOUT CSM BAKERY SUPPLIES EUROPE

CSM Bakery Supplies is a division of CSM, the largest supplier of bakery products worldwide and a leading supplier of lactic acid and derivatives. CSM Bakery Supplies Europe consists of 22 operating companies and is active in 16 European countries. The division develops, produces and sells a wide selection of bakery ingredients and freezer-to-oven (dough) products to professional bakers and bake-off businesses in Europe and emerging markets. CSM is headquartered in Diemen (near Amsterdam) and is listed on NYSE Euronext Amsterdam.

More information: [www.csmglobal.com](http://www.csmglobal.com)

Today, the CertiONE business community counts over 85,000 companies in Europe from various industries, among which an increasing number of bakery industry companies.

No need for CSM to worry about different document formats, IT systems or foreign languages. CertiONE bridges technology gaps by using connectivity tools and standardised data formats, communication protocols and channels. Providing a multilingual interface, the platform facilitates cross-border transactions. It is also fully compliant with the rules and regulations for electronic invoicing and archiving, both on EU and national level, and has been accredited in 27 countries. In collaboration with PricewaterhouseCoopers, Certipost makes sure to stay up-to-date with legal changes.

### the results

Today, more than 70 different message flows with over 30 large logistics providers and customers of CSM Benelux, Germany, France, Portugal, Italy and UK, have already been migrated to CertiONE. CSM Spain is currently in set-up phase.

Certipost e-Supply is seamlessly integrated with CSM's SAP system, allowing the fully automated creation, transmission and processing of EDI messages, such as invoices (INVOIC messages), orders (ORDERS messages), despatch advices (DESADV messages), price catalogues (PRICAT messages), inventory reports (INVRPT messages), and more.

In the future, CSM is planning to extend its electronic communications system to include small and even very small businesses. "Thanks to the low entry-level of CertiONE, we can even reach bakery shops with a PC at home," says McCarthy.

The main driver for CSM at the start of its European project was to collaborate more efficiently — a goal that is being achieved. "By automating our process flow, we are improving our productivity and reducing costs as we are eliminating time-consuming manual tasks and avoiding transcription errors. We also receive quicker payments thanks to reduced cycle times and gain much better visibility of transactions," concludes McCarthy.



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