

ATOS ORIGIN AND CSM

BUILDING A GLOBAL BAKERY LEADER

When CSM bought the entire bakery activities of Unilever in Europe, becoming five times its original size overnight, a critical aspect of this acquisition was the need to disentangle the new division's business critical systems from its former parent company and establish a new common enterprise-wide platform.

Atos Origin will continue to manage the full lifecycle of CSM's IT systems, continuously seeking to improve the value of IT.



Within the fast moving consumer goods market, multinationals are focusing on a limited number of product categories and divesting their other lines. This allows companies such as CSM to develop as pan-European leaders, but as these firms make acquisitions from their multinational rivals, they need an experienced partner to provide end-to-end IT support, leaving them free to manage their core activities.

CSM was already one of Europe's largest bakery companies. But buying Unilever's bakery division made them the biggest player in Europe, if not the world. They took over everything – factories, products, people, customers – but not their IT services. Here they needed a partnership with a company offering a complete range of consulting and IT services and that could help them design, build and run their own IT applications and infrastructure. They also wanted global support under a single framework agreement, but also local support for their businesses, each of which has different needs, language and culture.

The first step for Atos Origin was to conduct a preliminary study after which a proposal was issued for the whole program. This also gave us a good understanding of CSM's internal way of working, a prerequisite for the build and run phases. A good working relationship between Atos Origin and CSM was quickly built up and both partners were

enthusiastic from the outset and kept the same team throughout the whole project. This set us on what we called "The road to partnership".

The build stage involved designing and building CSM's own set of Business processes, a pan-European SAP infrastructure and migrating all of CSM's applications and data from Unilever to Atos Origin's data center. We also provided CSM with end-to-end IT services, ranging from business process restructuring to websites and email. We completed the conversion within the required timeframe, and now Atos Origin will continue to manage the full lifecycle of CSM's IT systems, continuously seeking to improve the value of IT to the CSM businesses.

CSM Bakery Supplies Europe is active in 16 European countries. The division concentrates upon the development, production and sales of a wide range of bakery ingredients and products for professional bakers and bake-offs. The European market for bakery ingredients and business-to-business bakery products is worth an estimated EUR 8.5 billion.

For more information please visit www.atosorigin.com or send an e-mail to more-info@atosorigin.com