

Pat the Baker profile

Founded in 1953, Pat the Baker is Ireland's champion baker and for sixteen years has been voted Ireland's best bread by the Master Bakers of Ireland. Since then the bakery has been continuously expanded to meet growing demand. This has included utilizing new technologies to allow for increased production capacity and higher standards of quality and freshness. The freshness is reflected in its slogan 'So Fresh, It's Famous' which is now part of the corporate logo and is readily identifiable with the company.



So fresh it's famous

EXECUTIVE SUMMARY

Pat the Baker

- Founded 1953
- Ireland's champion baker
- Over 400 employees

Business situation

- Technically complex and labour intensive legacy EDI process

Technical situation

- Multiple points of failure by maintaining dual networks
- Additional IT costs

Solution

- Remove legacy in-house EDI by migrating to Celtrino's EDI Managed Service

Benefits

- Automatic processing of sales orders
- Elimination of EDI hardware and software costs

In 1984 the company opened its first depot, in Dublin, to cater for its growing market. This was later followed by depots in other parts of the country. During this expansion the level of employment provided by the company has grown and now the company provides employment, through direct employees and self-employed agents, to over 400 people.

In 1996 the company moved into new purpose built offices in Moxham Street, Granard, Co Longford, which now serves as a modern corporate headquarters.

Business situation

As an innovative company Pat the Baker is always looking at ways to improve not only its manufacturing processes but also the business infrastructure that supports the various business units of the company. Pat the Baker was aware that its EDI system for key customers was based on a complex, out-of-date dual vendor architecture and was not sustainable into the future. In line with the company's ambitions to continue to grow the business, Pat the Baker recognised the need to reduce this complexity and move to a single service provider, thereby maintaining the key buyer relationships so that the processing of orders would never be compromised.

The key attributes of the new service would need to reduce the dependency on IT and accounting resources, enhance its business agility and increase the speed of execution of key processes in its supply chain.

The driving goal for Pat the Baker was to move from its technically complex and labour intensive legacy EDI process to a simpler and more user friendly system.

Technical situation

The catalyst for change to the EDI infrastructure was a key recommendation of a strategic review of IT and business processes in the company. The ensuing IT audit highlighted associated IT costs and multiple points of failure that existed by maintaining several EDI networks. From an IT perspective it made good business sense to consolidate the EDI network with a single provider. The IT team would have only one EDI interface to configure and this would reduce the levels of complexity and cost.

Pat the Baker's goal of removing in-house EDI functionality with its associated cost of ownership was vital.

Solution

In line with the company's strategic plan Pat the Baker established a project to release accounting and IT resources from maintaining an inefficient EDI system. This in turn meant that they could focus on driving competitive IT innovation that would add more value to the business.

To reach its goal, Pat the Baker selected Celtrino as its strategic EDI partner to help them evaluate, design and implement an end-to-end EDI consolidation solution. Celtrino was selected after an evaluative process where Pat the Baker assessed solution offerings from a selection of leading Irish and UK EDI Service providers.

Celtrino's Platform provided Pat the Baker with three key deliverables:

1. It met the company's demand to provide a cost effective all- in-one solution.
2. It simplified the EDI process for all users thereby eliminating the drain on in-house IT expertise.
3. It delivered a low risk, proven solution that would easily scale with the increase in volumes projected in the coming years.

Benefits

By upgrading to Celtrino's Platform, Pat the Baker has recognised 3 key benefits:

1. Efficient processing of orders guaranteed and key customer/buyer relationships are maintained.
2. Elimination of hardware purchase or maintenance costs as EDI is delivered as an outsourced managed service accessed by a web interface
3. No dependency or drain on IT services.



Celtrino

Celtrino specialises in business process and supply chain document automation solutions. With over 20 years of successful trading under our belt, Celtrino has consistently delivered outstanding business value to a customer base of over 600 companies of all sizes, from sole traders to multinationals.

As a pioneer in the provision of outsourced managed EDI services, Celtrino has long championed and delivered innovative reliable and feature rich on-demand supply chain solutions via the cloud.

Celtrino Platform

The Celtrino supply chain automation platform is purposely designed to scale to meet the huge volumes of inter-company B2B commercial transactions whilst providing the highest level of performance, reliability and business continuity through a fully redundant and secure architecture. The Celtrino B2B platform enables a suite of touchless services to be delivered via Software-as-a-Service (SaaS) which offer a dramatically faster implementation process.



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