

PRESS RELEASE



„Global #1 producer Upfield accelerates supply-chain with cloud solutions“



Hamburg, 26.10.2020. The largest plant-based consumer products company in the world speeds up internal processes and integrates its customer data to provide best-in-class collaboration for growth and process optimization with their wholesalers.

Upfield Professional has a plan to build an agile organization and to use their deep industry insight to continue to deliver the best products in the business, and with this also to create a strong platform for sustainable profitable growth and value creation. That includes internal processes and technology platforms which are state-of-the art, flexible and able to scale-up with the growth. To ensure all of this, Upfield decided to use the cloud solutions from Germany based Systriion AG.

“Systriion is specialized in the food industry and has 20 years of experience with companies like ours, and has already proven its competency. We were investigating the market for a platform that focuses on business, provides short-term benefits and can be used flexibly in our worldwide rollout plans to 95 countries. So, we decided for the solutions synfoxx® and fuzzit® in a software as a service model to handle all our product master data and sales data from different sources. And we have seen immediate great business benefits by the digitization of our data handling.” specifies Robert Guillet, CEO of Upfield Professional.

With the start of the cooperation the solutions synfoxx® and fuzzit® were instantly up and running, and the rollout to the countries is in progress as we speak. Systriion’s consultants also support these tasks with their knowledge about best-practices and global standards. As a first outcome, customers receive product information faster and with higher data quality, and the internal manual efforts are reduced. In addition, the platform with its integrated data analysis features gives Upfield much more transparency and better insights into the daily business.

About Systriion AG

Systriion AG specializes in master data and data quality management. With our synfoxx® and fuzzit® cloud solutions, our customers ensure the availability of high-quality master data along the entire supply chain. Systriion has many years of experience in the food, consumer goods and technical industries.

Media Contact:

Systriion AG
Norbert Obier
Flughafenstraße 52
22335 Hamburg · Germany
Tel + 49 40 55 61 94 19
Fax + 49 40 55 61 94 99
E-Mail press@systriion.com
www.systriion.com