

Customer Success Story



Founded in 1953, Pat the Baker has consistently been voted Ireland's best bread by the Master Bakers of Ireland. They selected Celtrino as a strategic partner to evaluate, design and implement an end-to-end EDI solution to reduce complexity and cost.

Introduction

Pat the Baker was looking for ways to improve its internal processes and business infrastructure. A strategic review of IT and business processes highlighted the costs and multiple points of failure in maintaining several EDI networks.

Single Service Provider

They recognized the need to reduce complexity and move to a single service provider. A new service would need to;

- Reduce the cost of ownership
- Reduce the dependency on IT and accounting resources
- Enhance business agility
- Increase the speed of execution of key Supply Chain processes
- Be simple to use

Focus on Innovation

In line with their strategic plan Pat the Baker established a project to release

Accounting and IT resources from maintaining an inefficient EDI system.

This mean they could focus on driving competitive IT innovation to add business value.

Benefits

By upgrading to Celtrino's platform, Pat the Baker realised 3 key benefits:

- Efficient order processing guaranteed and key customer/buyer relationships maintained
- Elimination of hardware purchase or maintenance costs of EDI
- No dependency or drain on IT services

The Celtrino platform met the company's demand to deliver a cost effective, low-risk solution that would scale easily with projected increases in sales volume.