How Is Real-Time Data Making Life Sweeter for Corporate Planners at a Leading Sugar Refiner?

Grocery, foodservice, pharmaceutical, and industrial customers around the globe rely on branded and private-label sugars, syrups, and other sweeteners from American Sugar Refining Inc. With roots dating back more than 150 years, the Florida-based organization is now the world’s largest vertically integrated cane sugar refiner. As the global marketplace for sugar and the group’s business become more complex – including diverse product lines, distributed manufacturing facilities, and a growing emphasis on social responsibility and environmental sustainability – American Sugar Refining needs to respond quickly to changes in planning demands. This meant updating cumbersome planning processes and improving the reliability of sales and forecasting data.

To address these challenges, American Sugar Refining is rolling out the SAP® Integrated Business Planning solution on a regional basis to help streamline sales and operations planning processes and establish a single source of reliable data. The solution enables collaboration and consensus among sales, demand, supply, operations, and finance planners, helping promote more-productive discussions around production line demand, warehouse utilization, and inventory. All this helps get the right product to the right place at the right time – keeping customer satisfaction high and making American Sugar Refining’s success all the sweeter.
American Sugar Refining makes life a little sweeter. To keep up with increasingly complex market and business demands, planners across the organization – including sales, demand and supply planning, operations, and finance – now use the SAP® Integrated Business Planning solution. With a single source of trusted sales and operations planning data, they have the consistent visibility they need to respond faster to changing sales forecasts and collaborate effectively on operational plans. This helps American Sugar Refining maximize production line capacity and better manage inventory.

“Quality is key. But so is making sure customers get what they need when and where they need it. Real-time access to reliable information is crucial to our planning processes. From sales, to demand, to finance – we all have to be on the same page.”

Susan Needham, Director, Center of Excellence Global Supply Chain, American Sugar Refining Inc.

>6.5 Million tons of sugar produced every year

9 Refineries in 5 countries

Global Sales in more than 60 countries
Enabling Collaborative S&OP with SAP® Integrated Business Planning

American Sugar Refining is implementing SAP Integrated Business Planning in its operations around the globe. As a result, the organization is able to react quickly to changes in the marketplace with effective supply chain strategies based on a single source of trusted data.

Before: Challenges and Opportunities
• Respond more effectively to the planning demands of an increasingly complex and globalized marketplace
• Streamline cumbersome and error-prone planning processes
• Improve reliability and accuracy of sales forecasting data

Why SAP
• Long and trusted partnership with SAP
• Integration of SAP Integrated Business Planning with the existing SAP solution landscape
• Support for a more collaborative planning environment with real-time data access
• Ability to compare accuracy of current forecasting data against historical data
• Familiar and flexible interface with customizable templates

After: Value-Driven Results
• Greater collaboration and consensus among sales, demand, supply, operations, and finance planners
• More-strategic discussions around production line demand, warehouse utilization, and inventory
• Better customer service with a greater ability to get the right product to the right place at the right time
• Elimination of the disconnect between short-term and long-term sales and operations planning (S&OP)

“The biggest benefit of SAP Integrated Business Planning is how it facilitates the process. It’s the one place everyone goes for the data they need.”

Susan Needham, Director, Center of Excellence Global Supply Chain, American Sugar Refining Inc.