How Does a Snack Food Giant Serve Its Customers and Foster Brand Loyalty While Driving Growth?

For sweet treats and salty snacks, millions of people around the world look to The Hershey Company for their favorites. Hershey has offered iconic candy and snack foods to generations of customers for more than 100 years. To support its mission to innovate, expand into new snack segments, and seize market opportunities while driving brand visibility, awareness, and loyalty, the company needed to streamline its finance operations.

To integrate and coordinate finance processes and establish a single source of the truth across the enterprise, the company deployed the SAP S/4HANA® solution for central finance foundation and SAP® MaxAttention™ services. Hershey eliminated manual activities and spreadsheets and reduced finance costs and reporting errors, all while supporting product innovation and growth through mergers and acquisitions. With the software, the company increased the visibility, transparency, and efficiency of finance processes; enabled better-informed and faster decision-making; and sped up financial closing cycles so loyal candy customers could continue to get the snacks they love.
“Faster, more transparent, and unified finance operations help us serve our customers better by keeping up with the pace of changing tastes and purchasing behaviors.”

John Zimmerman, Director, Financial Data Systems, The Hershey Company

To improve efficiency and cut costs while supporting its mission to deliver snacks and candy to global customers, The Hershey Company deployed the SAP S/4HANA® solution for central finance foundation and SAP® MaxAttention™ services. The company sped up finance processes, unified data for a single version of the truth, and improved enterprise visibility and transparency.
Increasing Finance Efficiency and Transparency with SAP® Solutions

Leading candy and snack company Hershey unified and streamlined finance processes and data across its global enterprise with SAP S/4HANA for central finance foundation and SAP MaxAttention. By establishing a single source of truth for finance data across the organization, Hershey improved process efficiency and reduced costs while fostering product innovation and market expansion and better enabling mergers and acquisitions.

Before: Challenges and Opportunities
- Nonstandard, disconnected enterprise finance processes
- Manual, spreadsheet-driven activities and error-prone transaction reporting
- Outdated finance IT

Why SAP
- Standardized enterprise reporting and master data management structure
- Unique central finance approach that replicates and centralizes data in the moment
- Real-time comparative analytics and monitoring
- Advanced automation, machine learning, and predictive insights
- Intuitive, user-friendly experience that drives adoption, efficiency, and productivity
- Engagement with SAP MaxAttention that brings expertise, problem-solving ability, and familiarity with the company’s IT environment

After: Value-Driven Results
- Integrated and streamlined financial processes and increased visibility and transparency
- Enhanced reconciliation and profitability analysis
- Established a unified view of data and processes for a single version of the truth
- Gained real-time insights into customer and vendor activity and cost centers
- Enabled innovation and growth and support for mergers and acquisitions

“SAP software helps us evaluate, manage, and make better decisions in many areas, from brand and customer performance to advertising spend.”

John Zimmerman, Director, Financial Data Systems, The Hershey Company