

# Duni serves up an agile e-commerce solution to accelerate their digital transformation

## Client profile

Duni, based in Malmo, Sweden, is a global producer of single use tabletop concepts, creative packaging and take-away solutions. With production facilities in Sweden, Germany, Poland, New Zealand, and Thailand and 2,400 employees across 24 countries, they have over 50 years of experience in this market.

## Which technologies?

- SAP Commerce
- SAP Marketing
- SAP Sales
- SAP Service
- SAP Cloud Platform

## Which services?

- Consulting Services
- Professional Services

## Which partners?

- SAP



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We need to adapt to the demands of the market and to do this we need to be more flexible, and we need systems that will support this.

**Jacek Szymanski, CIO, Duni**

## Summary

As a leader in their market, Duni embarked on a strategy to convert into a fully sustainable organization, phasing out plastic in favour of more environmentally friendly options. Creating a new, greener organization required a radical digital transformation and they needed a partner to help them embrace their passion for creativity, sustainability and gastronomy.

Working with our SAP Customer Experience team they transformed their sales and marketing operations, moving to an online platform, focused on delivering an exceptional customer experience. Taking an agile approach, they transformed their sales environment integrating it seamlessly with critical back office systems including finance and CRM.

With an integrated platform linking their sales, marketing, commerce and after-sales environments, Duni have greater insight into their clients, allowing their teams to personalize customer service and proactively recommend products.

## Business need

### Retaining market leadership required reimagining the business

Duni's products are driven by consumer demand, and in order to stay relevant they need to meet evolving customer expectations.

Three years ago, under the leadership of a new CEO, the company made a fundamental shift, focusing on ensuring that everything they sold was sustainable, embracing a brand vision of supplying 'goodfoodmood'.

At the same time, they embarked on a radical digital transformation journey, taking an organization that relied heavily on analogue processes and charting a digital course for the future.

This required that they digitize their entire order system, which had, in the past, required that sales representatives physically visited customers, and capturing the orders when they returned to the office.

They realized, however, that their digital transformation journey was not one that they could undertake alone, and they needed to find a partner who could support them with the expertise they needed.

## Solution

### Digitally transforming to ensure a sustainable future

Embarking on this journey that Duni envisaged meant that they were transforming two critical parts of their business at the same time. On the production side they were finding ways to replace plastics with environmentally sustainable alternatives. They needed new supply chains, materials and product designs to make this happen.

At the same time, NTT and Duni were working together to digitize their entire customer-facing organization, transforming and enabling their sales and marketing teams to be able to proactively engage their clients.

Leveraging our SAP B2B expertise, as well as our ability to work in an Agile manner, we engaged the entire team, with strong buy-in from senior executives to deliver the project, on budget, in less than 10 months.

The entire order system was moved to an online platform, allowing customers to place their own orders. The project was delivered in a phased agile approach, focused on getting a minimal viable product up and running, and then using feedback from the users to rapidly iterate the solution.

This wasn't simply about creating a new order system; it fundamentally changed the way the organization operated. The solution needed to be integrated into all existing systems including financials, manufacturing and supply chain.

## Outcomes

### Building an innovative, customer-centric strategy

With the foundations of the modern digital and sustainable organization in place, Duni can now focus on delivering an exceptional customer experience.

They now have a unified view of their clients, enabling them to focus on building deeper relationships, and leveraging these relationships as part of the product development cycle.

Distributors, wholesalers, as well as Duni's customers have access to a seamless online ordering system, allowing them to place orders when it is convenient.

The data generated by this system allows them to take advantage of data analytics, understand trends and respond faster to the needs of the market.

One of the implications of the move away from plastics is that the sustainable materials they now use have a shorter shelf life. The online sales platform allows them to drive demand for key products, ensuring wastage is kept to a minimum.

With a focus on global growth they can now reach new clients while optimizing the cost of sales.

We continue to expand our partnership, looking for opportunities to reach all of their market units, leveraging the power of the platform, and optimizing day-to-day operations. This allows Duni to continue on their digital transformation journey and push the boundaries of what's possible in the digital world.



Working with NTT we were able to completely change the way we interacted with our clients. This has ensured we deliver against our objective to create a digitally led, sustainable organization.

Jacek Szymanski, CIO, Duni