

ConAgra Foods: Improving Financial Business Process Performance with SAP HANA®

ConAgra Foods, maker of leading brands such as Hunt's tomatoes, Healthy Choice meals, and Orville Redenbacher's popcorn, puts heavy demands on its finance team. In order to streamline processes involving vast amounts of data, it entered the world of in-memory computing, opting to start small using rapid-deployment solutions from SAP with the SAP HANA® platform. With implementations that took just four and eight weeks each, ConAgra Foods has significantly accelerated several steps in its financial close and forecasting cycle.



Picture Credit | SAP AG, Walldorf, Germany, Used with permission.

Partner



Executive overview

Company

ConAgra Foods Inc.

Headquarters

Omaha, Nebraska

Industry

Consumer products

Products and Services

Consumer and commercial foods

Employees

26,100

Revenue

US\$13.3 billion

Web Site

www.conagrafoods.com

Partners

Hewlett-Packard and SAP® Consulting

BUSINESS TRANSFORMATION

The company's top objectives

- Improve and accelerate end-to-end financial closing and forecasting
- Enhance knowledge transfer capabilities using the SAP HANA® platform

The resolution

- Implemented the SAP ERP rapid-deployment solution for profitability analysis with SAP HANA in four weeks
- Implemented the SAP ERP rapid-deployment solution for accelerated finance and controlling with SAP HANA in eight weeks
- Implemented SAP HANA as a secondary database with instant replication using SAP Landscape Transformation software
- Engaged Hewlett-Packard as the hardware vendor

The key benefits

- Low-risk implementations
- Shorter monthly material ledger close process
- Faster data access and transactions using existing or slightly enhanced SAP ERP functionality with minimal disruption to end users
- Faster data transfer from the material ledger to the SAP NetWeaver® Business Warehouse component

With SAP HANA, we have better insight into our data, and our financial processes run faster than ever before. With the rapid-deployment solutions, we were up and running in less than three months.

James Aesoph, Senior Director IT, Forecasting Analytics and Data Warehouse, ConAgra Foods Inc.

TOP BENEFITS ACHIEVED

4 and 8 week

Implementations of profitability analysis and finance and controlling solutions (respectively)

92.9%

Faster transfer of material ledger data (7 hours to 30 minutes)

3 days

Reduction to month-end forecasting cycle