

W

M&A With a Dash of Winshuttle

Kirk Froistad | ConAgra Foods

A stylized illustration of a tropical beach scene. The foreground is a dark blue silhouette of a hill. On the hill, several palm trees of varying heights and colors (dark blue, medium blue, and light blue) are scattered across the landscape. The background is a light blue gradient.

WINSHUTTLE
USER
GROUP
SAN DIEGO | 2013

Agenda

- Interactive - questions/comments OK
- Abstract – what’s this story about?
- Background – ConAgra and I
- M&A
- Integration (data) process
- Winshuttle in action



Session Abstract

- Acquisitions - strategy for growth.
- Integrating product information
 - time consuming and delays costly.
- IT and line of business departments collaborate



Session Abstract

- Winshuttle - common tool to speed up high-volume creation of new SKUs, BOMs, and material masters,
- saving thousands of employee hours and accelerating the integration of new acquisitions.



Agenda

- Background — ConAgra and I



About ConAgra (CAG)

- Leading packaged food company serving retailers, restaurants and other food-service establishments
- 36,000 employees
- Headquartered in Omaha, Nebraska
- More than 70 producing plants/mills across US, Mexico and Canada
- Net sales of \$18 billion in fiscal FY12
- Poll:...



ConAgra Foods Brands (sample)



About ConAgra (CAG)

- Our consumer brands are found in 97% of U.S. households



Host - Kirk

- Senior Product Lifecycle Management (PLM) Specialist
 - Recipe/SKU management from inception to retirement.
 - Liaison with product developers and producing plants
- Five years w/ CAG R&D (RQ&I) & Winshuttle user
- Prior, 10 years implementing ERP systems



Host - Kirk

- Engineering undergrad.
- University of Nebraska. Husker football fan!



- Married with three boys. Outdoor enthusiast.



Agenda

- M&A
- Integration (data) process



M&A—Mergers and Acquisitions

- Growth business strategy
- M&A
 - 3 years: 5 (WIN)/9 total
- ‘Integrating’ businesses = integrating data, among many other things, i.e. bringing into CAG SAP



M&A—Opportunities/Challenges

- Go-live deadlines: 100's of manual updates with all night work sessions
- Faster integrations =
 - Savings on integration budget e.g. travel, etc.
 - Business savings by getting businesses in SAP e.g. purchasing



Agenda

- Integration (data) process
- Winshuttle in action



Integration Process (for select master data)

Data Management
Organization

Material Creation

Advance Data
Collection



WINSHUTTLETM



Rollout Team

Training & Support

Product Lifecycle
Management

Recipe Creation

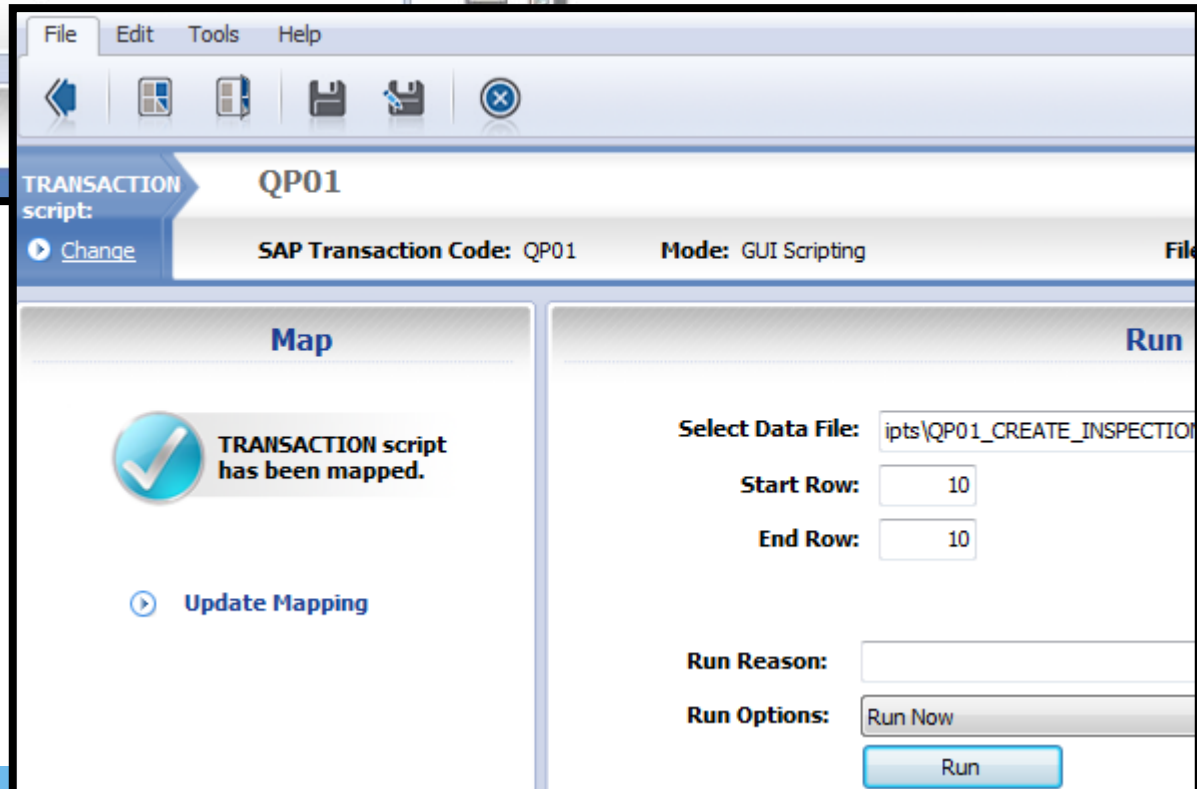
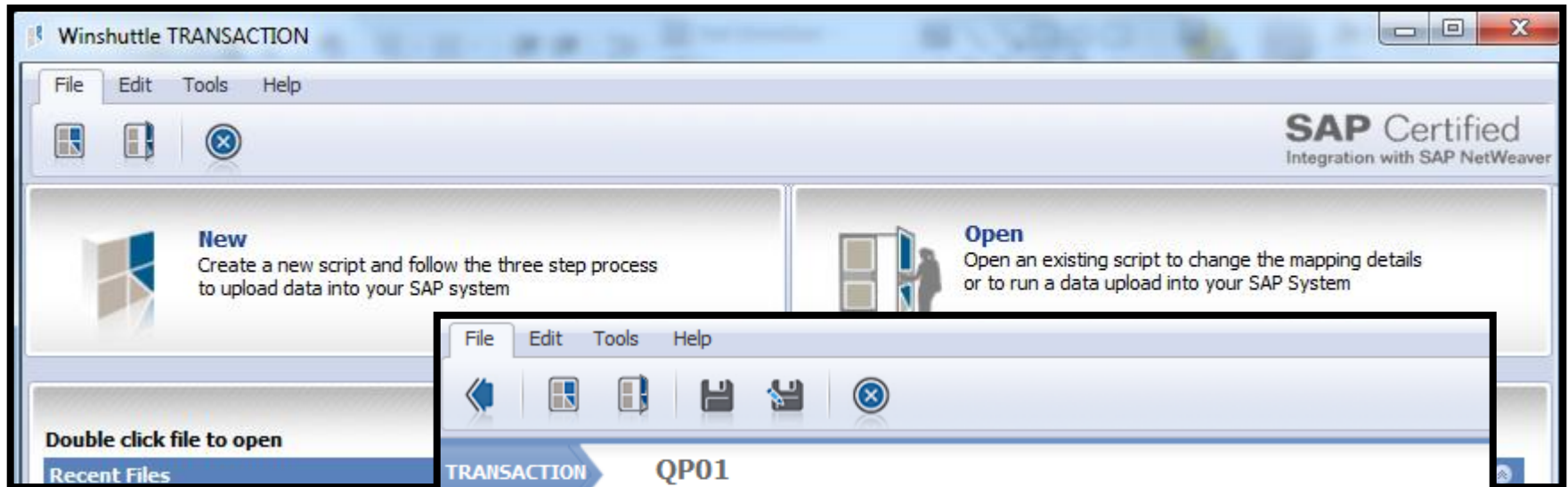


Advance Data
Collection



<u>Plant</u>	<u>Parent Type</u>	<u>Parent Material</u>	<u>Parent Description</u>	<u>Resource</u>	<u>Parent Resource</u>	<u>Production Version</u>	<u>APO Planning Priority</u>	<u>Parent Base UOM</u>	<u>Machine Time</u>
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVEN4	MIXOVEN4	1000		10 LB	1
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVEN7	MIXOVEN7	1001		20 LB	1
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVN10	MIXOVN10	1002		30 LB	1
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVEN8	MIXOVEN8	1003		40 LB	1
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVEN5	MIXOVEN5	1004		50 LB	1
1234	S	XYZ8854	320/15oz Twist dipped	MIXOVEN6	MIXOVEN6	1005		60 LB	1
1234	F	11875876	12/15oz Mini Pretzel	PACKSMAL	PACKSMAL	1002		30 CS	1
1234	F	11875876	12/15oz Mini Pretzel	PACKMACH	PACKMACH	1001		20 CS	1
1234	F	11875876	12/15oz Mini Pretzel	PACKAUTO	PACKAUTO	1000		10 CS	1
1234	F	888487722	12/15oz Large Pretzel	PACKSMAL	PACKSMAL	1002		30 CS	1
1234	F	888487722	12/15oz Large Pretzel	PACKMACH	PACKMACH	1001		20 CS	1
1234	F	888487722	12/15oz Large Pretzel	PACKAUTO	PACKAUTO	1000		10 CS	1
1234	F	90227465	320/15oz Twist	PACKSMAL	PACKSMAL	1000		10 PAL	1
1234	F	90227465	320/15oz Twist	PACKSMAL	PACKSMAL	1001		20 CS	1
1234	F	90227465	320/15oz Twist	PACKMACH	PACKMACH	1000		10 CS	1
1234	F	90227465	320/15oz Twist	PACKAUTO	PACKAUTO	1002		30 CS	1





e.g.

- MM01
- C201





SAP NetWeaver

SAP GUI for Windows

Component:	SAP Frontend for Windows
Release:	730 Final Release
File Name:	sapfront.dll
File Version	7300.1.2.3261
Build:	1377184
Patch Level:	2



SAP transactions

- MM01 – Create material master
 - Raw materials (ingredients and packaging), semi-finished goods (subassemblies), Finished goods (SKUs)
- C201 – Create master recipe
- QP01 – Create inspection plan
- CC01 – Create change-master
- CV01N – Create Document



Winshuttle in Action

Example: Master Recipe Creation

Timing of company acquisition generated a need to create approximately 2500 master recipes for production in a short amount of time.

- ✓ Manual: 5 people, 3 weeks (600 FTE)
- ✓ Script write/test time: 20 hr
- ✓ Script run time: 40 hr
- ✓ Net Savings: 540 FTE hr



Winshuttle in Action

Example: Material Creation (Raw and Semi-finished Materials)

Daily process with up to 100 materials created per week; often through mass update requests . LSMW limitations. Ideal repeatable use for acquisitions or other go-lives.

- Results:

- ✓ Manual: 8 hours weekly
- ✓ Create/Test Time: 6 hours (one time)
- ✓ Script Prep/Run Time: 30 minutes (200 materials)
- ✓ Savings: 7.5 hours weekly



Winshuttle in Action

Example: New Master Recipes

Material transition for product line impacting 300 SKU's. Based on production lines, 1100 new master recipes needed.

- Results:
 - ✓ Manual: 1 person, 3 weeks (120 FTE)
 - ✓ Script write/test time: 8 hr
 - ✓ Script run time: 16 hr
 - ✓ Net Savings: 96 FTE hr



ConAgra Wins with Winshuttle

- **Savings**
 - Instant ROI out of the gate
 - > 1 headcount in day-to-day time savings or ≈1800 hours annually for reinvestment
 - > 1,164 FTE hrs saved on 5 projects
 - Up to 2 hours time-savings per script over LSMW
 - **Nimble data manipulation to meet business needs**
- **Self-service**
 - Minimal to no IT dependency
 - Reduced need for ABAP/Visual Basic programming for special projects
 - New tool in the toolbox; More than 150 scripts now available
 - **Nimble data manipulation to meet business needs**



ConAgra Wins with Winshuttle

- **Integrations**
 - Five over just past three years
 - Thousands of SAP master records created
 - In-process, largest to date, a purchase of approximately \$4.5BB.



- **Resource focus reallocation**

- Time spent on data analysis & quality vs. data entry
- Less costly to find and fix data issues prior to production.
- Weekend or all-night ‘crunch-work’ minimized or eliminated.
- Time to think!
- Cross-functional process innovation, both internal and external.



- Integration team of 12; travel expenses: \$50K/month.
- Faster with Winshuttle could save up to a year on upcoming projects or \$600K just in travel! Consider salaries too.
 - Estimates per C.Sawyer of integration team.
- Savings by getting acquisitions on SAP, e.g. Purchasing



ConAgra Data Innovation

- **Integrations Continue**
- **CAG Evolution**
 - Leverage other Winshuttle Suite applications
 - Implemented Summer 2013



ConAgra Data Innovation

- E.g. project: Just in Time Master Data Management
 - Winshuttle workflow process to collect material master data and import into SAP using Winshuttle Transaction.
 - Speed-up idea-to-shelf.

 **DESIGNER**

 **TRANSACTION**

 **STUDIO**

Questions?

Kirk Froistad
Senior PLM Specialist
ConAgra Foods
Kirk.froistad@conagrafoods.com

