

**New complex mySAP implementation in the polish retail sector**

### **The largest FMCG distributor in Poland - Milo S.A. has chosen itelligence consultancy for a complex mySAP implementation**

Warsaw, May 18, 2004 – Milo S.A. has opted for mySAP software. The goal of the implementation is to optimize client services as well as integrate business processes in one IT system. The implementation will be undertaken by the itelligence consultancy in Poland.

The efficient distribution of Fast Moving Consumer Goods (FMCG) requires an integrated system working on real time data. Every day, one hundred operators in the telesales department process thousands orders from clients and the goods are dispatched in accordance with the clients requirements. Deliveries are made with Milo's own transport and the client receives the goods within 24 hours. Pricing policy is tailored individually to each client depending on the volume of sales generated. There are several scores of promotions offered daily.

„In the distribution of FMCG foods, client service is the key. Minimizing the time for an individual operator to process an order is of crucial importance. We believe, that the quality of mySAP software as well as the know-how of the itelligence consultancy will assure a successful implementation”, says Paweł Wierciński, operations director of Milo S.A.

The mySAP solution offers a wide range of analyses required for the decision making process. It enables the daily creation of sales reports in various formats, for example for specific sectors, stores, products or sales reps. The tools for analyzing consumer behavior enable exact planning of requirements as well as the realization of the appropriate marketing campaigns and promotions. They also allow the user to react on atypical short-term changes of the client behavior and the rapid tailoring of the offer.

The implementation began in April 2004, the operational start is set for January 2005. The whole project will last 12 months.

The scope of the implementation includes: financial accounting, fixed asset management, controlling, sales and distribution, materials management, warehouse management and human resources.

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itelligence AG press release

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### **About Milo**

Milo S.A. Milo, a member of the Lekkerland International Group, acts as a service platform for the transfer of know-how within the company. In Poland, the company has 16 branches, of which 12 distribution centers across the country. The product range covers 2500 items, including cigarettes, confectionary, coffee, non-prescription medicine and phone cards. Goods ordered by the client are delivered within 24 hours. The company employs 650 people and a car fleet of 300 vehicles. Milo S.A. has been on the market since 1993. Clients include gas stations (PKN Orlen, Aral/BP, ESSO, Shell, Statoil, Slovnaft and Rafineria Gdańska) hypermarkets (Tesco, Auchan, Leclerc, Real, HIT and Praktiker) supermarkets (Polomarket, Bomi, Elea, Ahold, Minimal and Savia) as well as discount chains (Netto, Kaufland, Edeka, Plus Discount). Key accounts are the cash & carry chains MAKRO and SELGROS as well as clients such as Poczta Polska, PSS, GS, Lewiatan, Marcpol, Sodexho, Eurest, HDS, Empik and Rossmann. In 2003, the company generated a turnover of PLN 2.3 billion and had a 13% share of the market.

### **About itelligence Sp. z o.o.**

itelligence Sp. z o.o. belongs to the German consultancy group itelligence AG, which operates globally. itelligence develops modern strategies and organizational concepts for optimizing business processes and IT systems. The company also undertakes the implementation and outsourcing of mySAP software. The group's clients are found in the manufacturing, construction, distribution, energy, tourism and telecommunication sectors. In Poland the company employs a staff of 70 and in 2003 made sales of PLN 21.5 million. The company's largest clients include Budimex S.A., Elektromontaż Poznań S.A., Imperial Tobacco S.A., The Lorenz Bahlsen Snack World Sp. z o.o, Cantoni Motor S.A., Contract Administration Sp. z o.o., Readymix – Grupa RMC Polska and Elektrim Megadex S.A.

### **About itelligence AG:**

itelligence AG is a leading international full-service provider for SAP employing some 1,000 highly qualified employees at 34 branches in 15 countries and 4 regions (America, Western Europe, Germany/Austria, Western Europe). As a mySAP Business Suite Channel, Service and Support Alliance as well as Hosting Partner and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 1,200 customers worldwide. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2003, itelligence AG generated total sales of EUR 145,6 million.

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