



How Baker & Baker got the ingredients right: **Simplifying IT complexity and strengthening SAP ERP during business-mandated IT restructuring and overhaul**

Danny McCarthy – Baker & Baker

Len Landale – NTT DATA

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SAPinsider
2023

A photograph of a woman with blonde hair and glasses, smiling and looking towards the right. She is wearing a black vest over a white floral patterned shirt. She is sitting at a wooden table with a white coffee cup in front of her. Other people are visible in the background, also seated at tables, suggesting a meeting or conference setting.

In This Session

In this session we will discuss how Baker & Baker worked with NTT DATA to divest quickly while keeping the lights on with minimal impact on end user experience

TO COME ONCE APPROVED

- Understanding Baker & Bakers partner, NTT DATA, capabilities
- Baker & Bakers pre divestiture environment
- Understanding the divestiture process
- Outcomes and learnings
- Wrap-Up





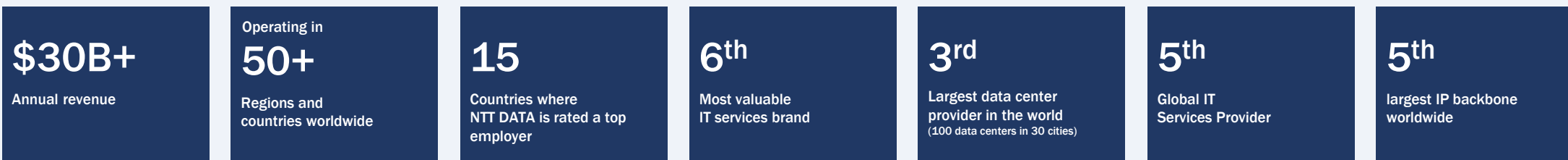
NTT DATA

Powering the Intelligent Enterprise with SAP

SAPinsider
2023

Why One NTT DATA matters to you

Deep industry expertise | Broad portfolio of capabilities | Global scale



Create

- Objectives/key results that matter most
- Deep relationships and understanding of your business
- Strong industry and technology expertise
- Consulting, digital transformation, applications and systems integration



Connect

- Secure and connected future that empowers clients, communities and employees
- Applying best practices across a diverse client base
- Innovative edge-to-cloud, data center and network infrastructure, and managed services offerings

You will benefit from our portfolio of IT & connectivity services that combines deep industry and consulting expertise with the world's most robust technology portfolio.

NTT DATA's Global SAP Practice



20,500+

SAP Professionals With
SAP Expertise Globally

5,000

Active Clients in
58 Countries

17

Industries

NTT DATA S/4HANA Experience

1,100+

S/4HANA Projects

11,000+

S/HANA Talent

Deep Experience, Proven Approaches

“Leader” in the 2022 Gartner®
Magic Quadrant™ for SAP S/4HANA
Application Services, Worldwide

“Leader” in the Everest PEAK Matrix for SAP
Business Application Services, 2022







“Leader” in the NelsonHall NEAT for SAP
Cloud Migration Services, 2023



- Delivery Quality
- Social Impact
- Cloud Business Transformation with SAP S/4HANA Cloud, Public Edition
- WINNER Customer Success Management
- SAP SuccessFactors WINNER Customer Success Management
- SAP Intelligent Spend and Business Network (ISBN)
- NTT DATA is an SAP Global Strategic Services Partner

Trusted Advisor | Global Delivery | Industry Expertise | Center of Innovation | End-to-End Solutions

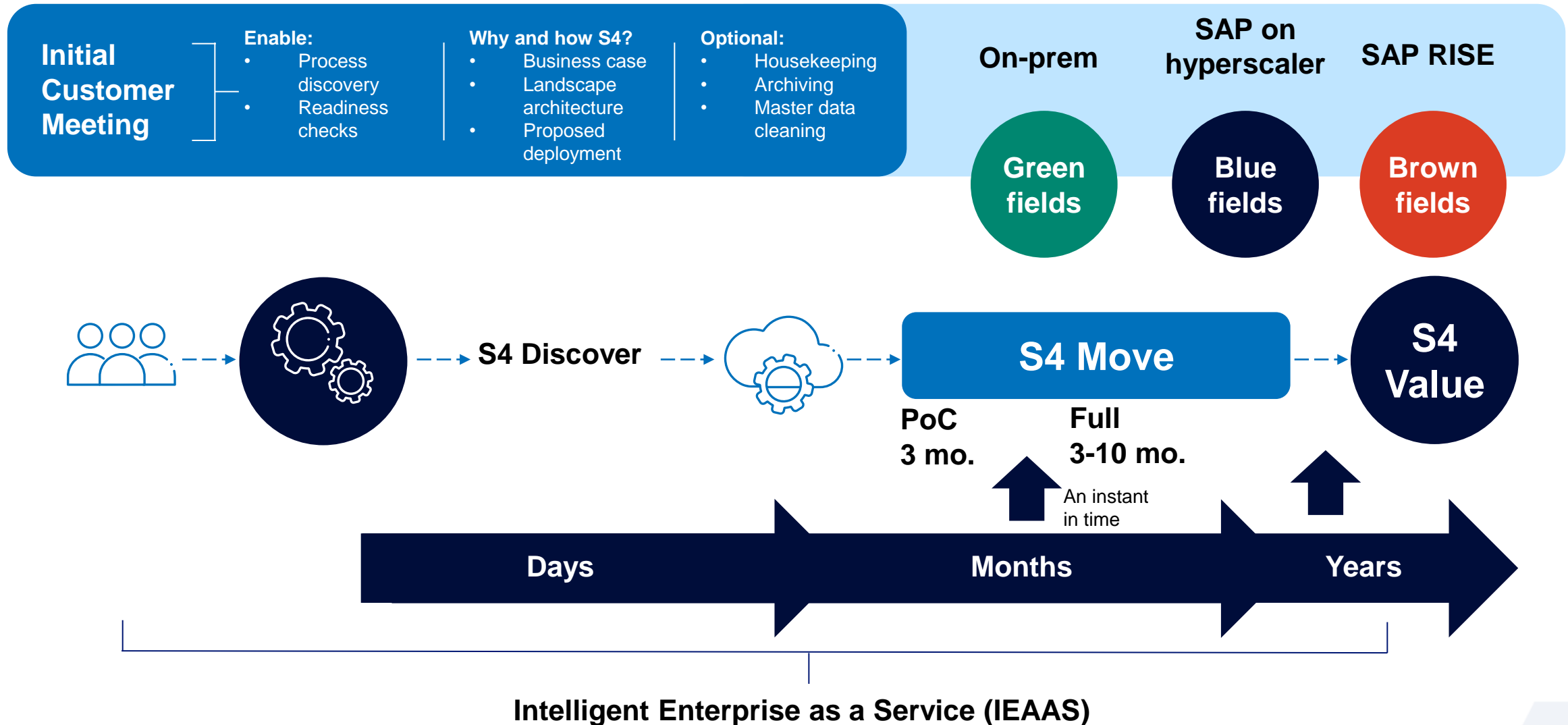
Advisory, Operations & Transformation Services across the entire SAP Applications Lifecycle

Advisory Services	Solution Discovery and Design	Implementations and Rollouts	Upgrade, Enhance and Improve	Application Portfolio Rationalization	Digital AMS , Build and Manage COE
<ul style="list-style-type: none"> • Business/IT alignment • Platform strategy • Business case development • Business process & cost optimization • Organizational change management • IT governance 	<ul style="list-style-type: none"> • As-is mapping • Gap analysis • Global template design and optimization • Industry benchmarks and best practices • Business process assessment with ERP focus 	<ul style="list-style-type: none"> • Global template implementations • Global roll out projects • Integration services <ul style="list-style-type: none"> » Ariba » BW » Cloud » Core ERP » HANA » Hybris » Mobile » SuccessFactors • Technology design & architecture. Test Automation 	<ul style="list-style-type: none"> • Core ERP & Enhancement Packs • Business process improvements • KPI based process improvement • Center of Excellence • Process Improvements • Analytics • Testing & Automaton 	<ul style="list-style-type: none"> • Application Lifecycle Management • Roadmap for APR • Application portfolio rationalization: execution • Continuous business process improvements for any SAP product • M&A Services 	<ul style="list-style-type: none"> • Customer COEs <ul style="list-style-type: none"> » Application development and management » M&A » Testing • Build, Own, Transfer and Manage SAP COEs • Infrastructure and Hosting 

Own IP /// Applications, Analytics, Mobile, Cloud, Database & Technology SAP Products and related offerings

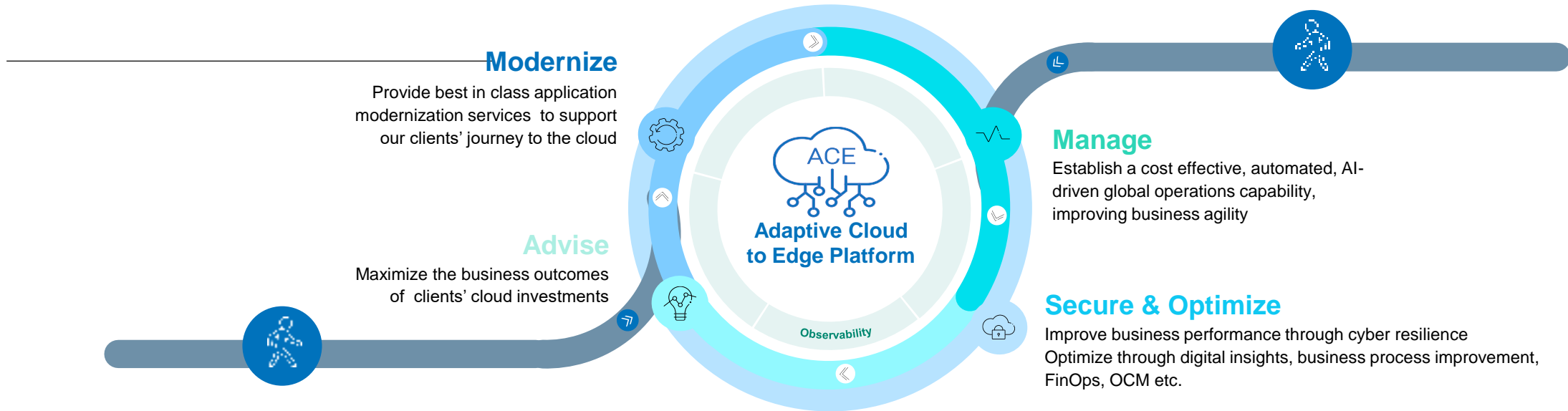
Global Delivery Model and SAP Lifecycle Management tools

What does our PhaseCONVERT product do?



Cloud Services

Enabling an end-to-end cloud transformation journey



Advise

Cloud Advisory Services

- Cloud Strategy
- Cloud Economics
- Cloud Operating Model
- Cloud Innovation

Modernize

Cloud Native Modernization & Migration	Package Services
Cloud Native App Dev and Management	SAP S4/HANA
Cloud Migration	ControlPanel GRC
360 Observability	ERP Support Services

Manage

Multi-cloud Management

- Managed Public Cloud
- Managed Private Cloud
- Managed Infrastructure

Secure

Cloud Security Services

- MDR



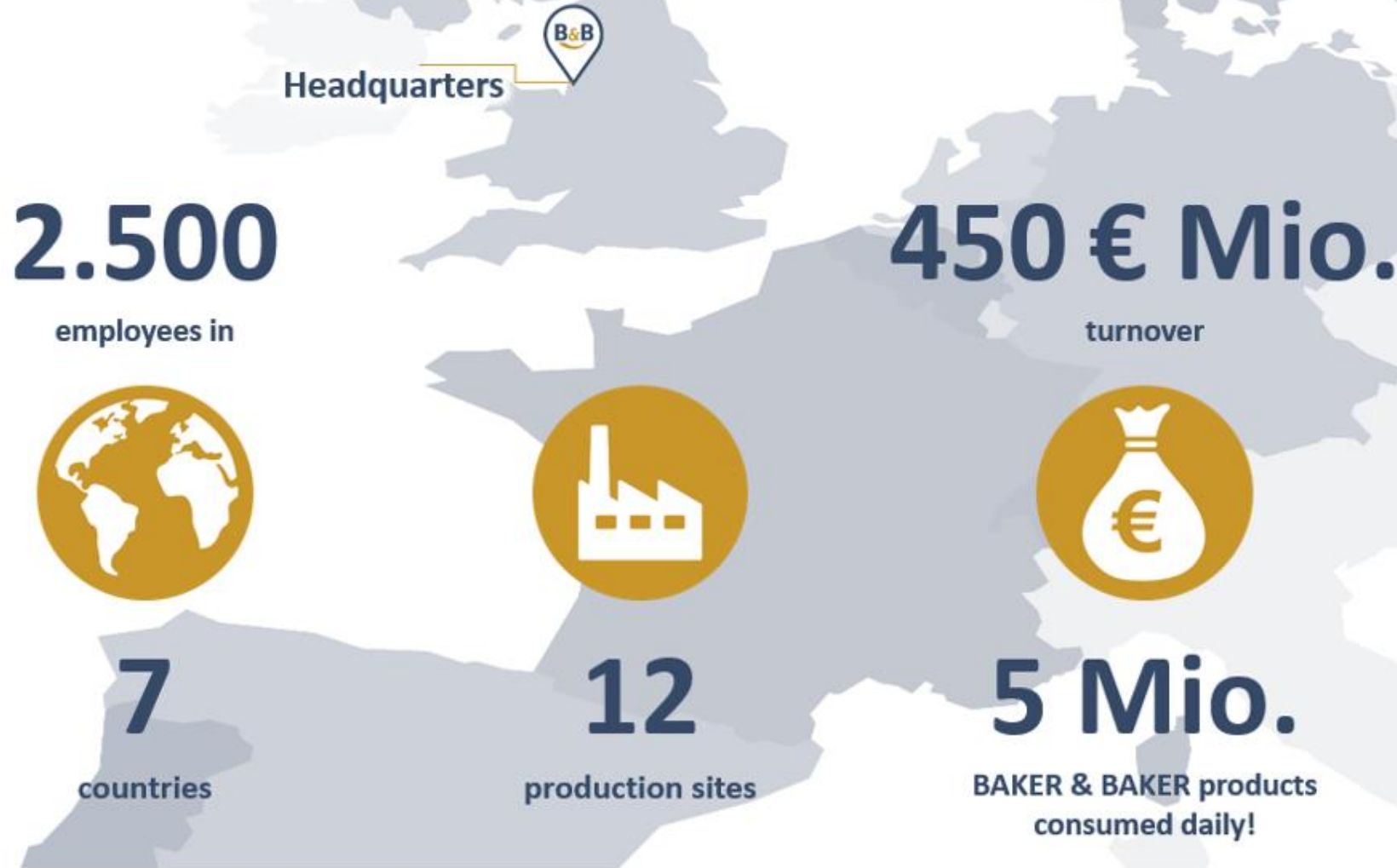
Baker & Baker

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BAKER & BAKER

a European leader in the bakery convenience segment



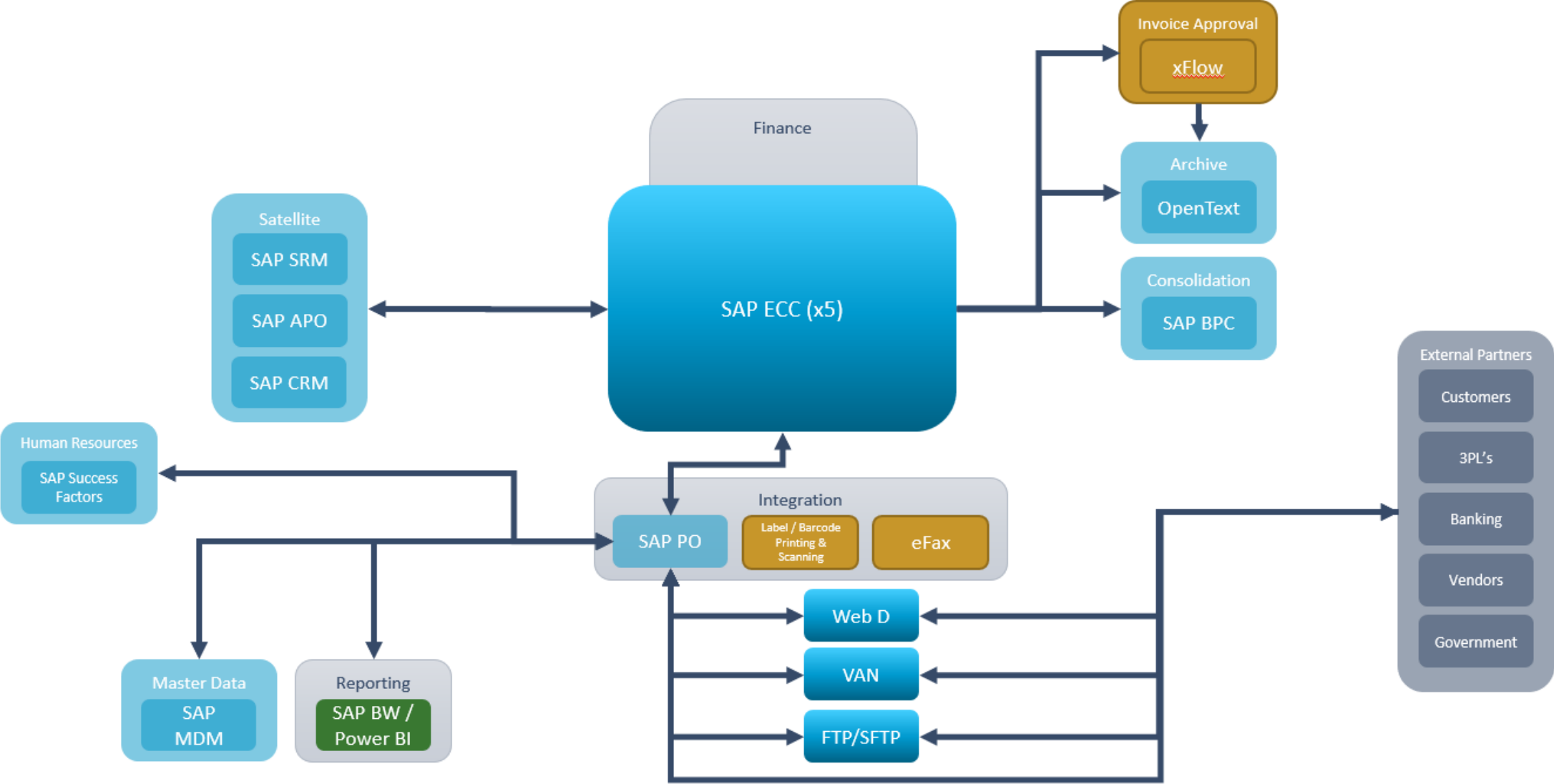
OUR BRANDS



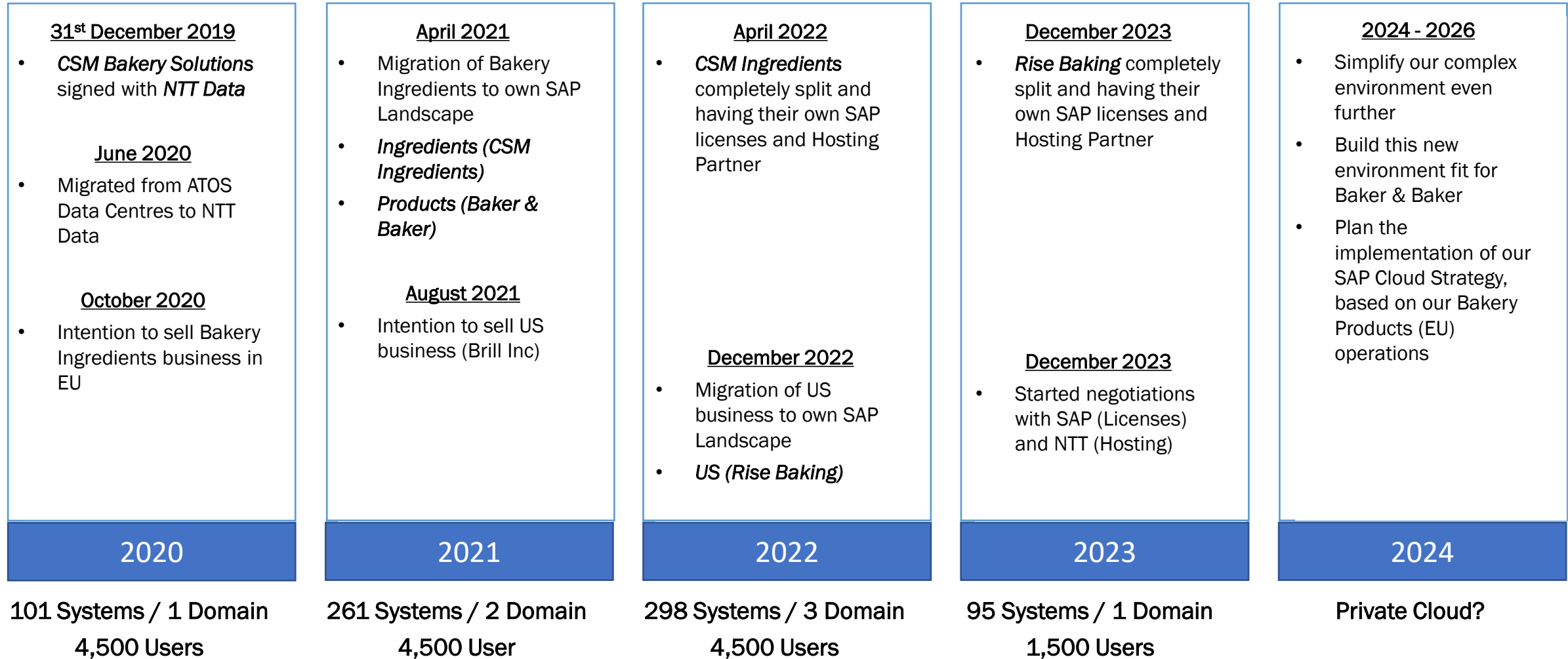
LICENSED BRANDS



Our SAP Application Landscape (January 2020 @ 4,500 Users)



Recipe (Baker & Baker / NTT Relationship) timeline



The Challenge

BUILD ENVIRONMENTS



Ensure that we continued to deliver an exceptional operational, customer and employee experience across our European operations, and our divested US operations

BUSINESS CONTINUITY



Needed to ensure the continuity of ours (and the divested operations) business processes through the organizational changes

MAKE INDEPENDENT



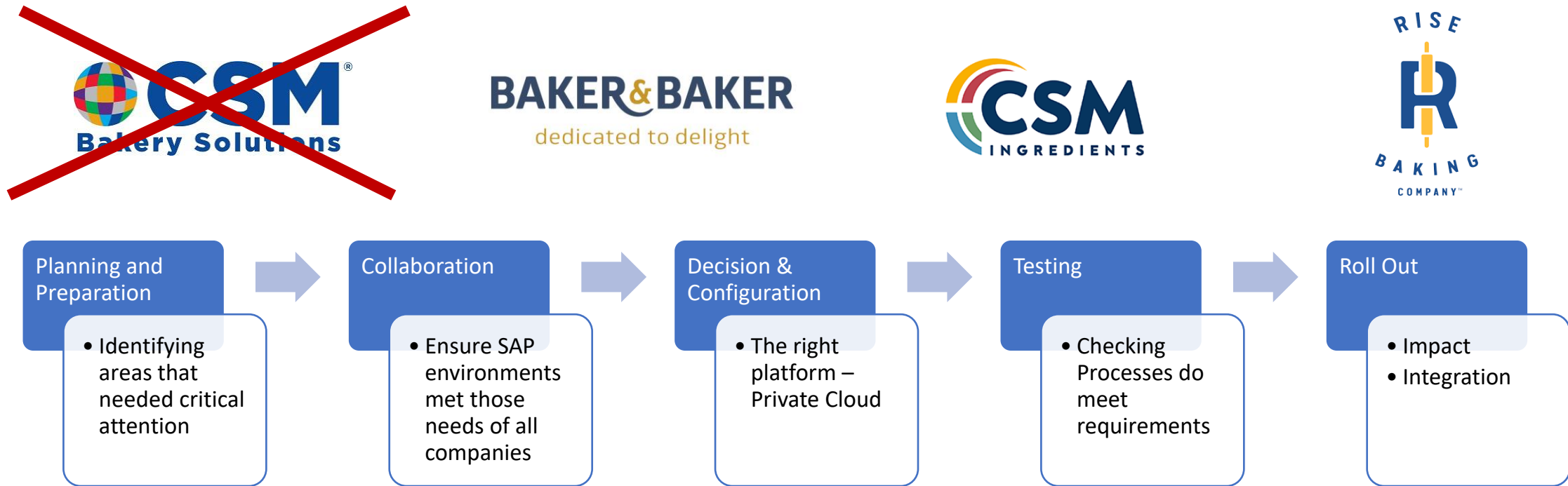
Ensure all companies continue to operate seamlessly, but independently of each other

TRUSTED PARTNER



Provide the necessary expertise and resources to deliver on a “High Risk / High Reward” collaborative project

Solutions implemented in partnership with NTT DATA



- Implement 3 “Stand Alone” FULL SAP Environments
 - Private Cloud
- Optimized the customer and supplier relationships through an Electronic Data Interchange (EDI) system, helping to streamline our ordering and payment processes, increasing efficiency and reducing costs.

Why we chose NTT DATA



Needed to ensure our SAP environment could seamlessly support the newly independent organization(s).



Providing efficient management of our entire manufacturing and supply chain operations.



Needed a partner to help manage our SAP environment in a cost-effective, secure and compliant manner.



Needed a partner that was easy to work with and which had the ability to provide innovative solutions to our unique challenges

Outcomes

Achieving Transformation Success

NTT DATA successfully migrated Baker & Baker, CSM Ingredients and Rise Baking to our own SAP environment. The projects were completed within the planned timelines and budgets

Delivering a Successful Transformation

NTT DATA provided a comprehensive managed services solution for our SAP environments that addressed our specific needs.

Setting the stage for further Innovation

In addition to managing the environment, NTT provided innovative solutions to help optimize their SAP operations - EDI system to improve performance and reduce costs.

Helped initiate the next steps with SAP

Engaged with SAP, on our behalf, to help Baker & Baker commence talks on our next step on our journey.

Wrap up

- Baker & Baker divested 3 entities in a short period of time
- Leveraging an integrated working team between customer and partner is critical to success
- Attention needs to be paid to ongoing operations and project work to ensure end user impact is minimized
- Choosing a partner with deep SAP and cloud modernization skills allows you to innovate

Where to Find More Information

- [NTT DATA SAP Services](#)
- NTT and Baker & Baker [case study](#)
- [Baker & Baker](#) website

Key Points to Take Home

- **Make sure you are confident with the team before starting**
 - **A great team is not a group of people who work together. A great team is a group of people who trust each other.**
- **Spend as much time as possible in the planning phase**
- **Keep end user impact to a minimum, or accept additional training requirements**
- **Choose a partner with the technical depth and organizational capabilities to manage complex transformation projects**
- **Leveraging cloud capabilities to spin up new environments quickly is critical in divestitures like CSM Bakeries undertook**

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Please remember to complete
your session evaluation.

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