CASE STUDY

ELPOZO ALIMENTACIÓN, S.A.

About the entity

ELPOZO ALIMENTACIÓN has over 65 years of experience offering confidence and quality to millions of consumers. Dedicated to the production of fresh, processed and cured meat products, it forms part of Grupo Fuertes, one of Europe's largest agri-food holdings. El Pozo has experienced constant growth, based on a strategy of reinvestment and continuous improvement. Its annual sales exceed 1,100 million euros and the company employs over 5,000 direct workers to which we must add the more than 23,000 indirect workers generated by its business activity.

Undoubtedly, an important fact that places it among the main generators of quality employment in the country.

The company is committed to the values that have determined its identity, to face the future with complete confidence: Excellence, Effort, Passion, Work, Closeness, Humility, Integrity and Common Sense.

Name:
ELPOZO ALIMENTACIÓN, S.A.

Address:
Avenida Antonio Fuertes, n°1 30840
Alhama de Murcia, Murcia
(Spain)

Sector:
Processing, sale and export of meat-based products.

www.elpozo.com

What is AuraQuantic?

It is a platform that offers easy design and execution of even the most complex operational processes without additional programming.

You simply define the process flow diagrams using drag and drop and AuraQuantic organizes the rest, sending tasks to the right people at the right moment.

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Introduction

With the implementation of the AuraQuantic digital platiorm, ELPOZO ALIMENTACIÓN has successfully organized and centralized all the processes of Grupo Fuertes, empowering users with all the information they require in real time so that they can act as and when the processes require their intervention.

The starting point

ELPOZO ALIMENTACIÓN, an organization committed to generating value and a long-term future for customers, suppliers, employees, society and shareholders, saw the need to digitally transform the company.

The first steps involved: facing the challenge of resistance to change, defining the roles involved and making the process objectives clear. After a thorough study, they decided **to implement an intelligent Business Process Management suite (iBPMS)** capable of orchestrating an agile workflow that would allow them to carry out complex processes involving many people and, at the same time, **consolidating the processes across all the companies which form part of Grupo Fuertes**.

> **AuraQuantic has become the go-to product when it comes to organizing processes for all the companies belonging to Grupo Fuertes."**

The resolution

The start of the implementation of AuraQuantic in ELPOZO ALIMENTACIÓN includes three kinds of operational processes:

1. New product launch.
2. Simplified launch.
3. New material.

The **New product launch** was the first process to be implemented in 2008. Over recent years, several versions have been made to adapt this process to the changing consumer needs and regulations

The process begins with the collection of commercial data necessary for the design of the new product. The first phase involves participation from several departments that analyze the viability of the project. If accepted, the process goes through different stages: sourcing of materials, machinery, raw material, packaging, cost controls, regulatory compliance. Subsequently, approval and testing are reviewed by different areas before manufacturing commences.

The process consists of many stages and controls with many flow loops, internal signature control and the creation of approximately 12 base documents.

The **Simplified launch**: This process was created in 2011. It is used to launch products which are similar to existing products or to make modifications. This process is similar to the first process; it involves a large quantity of integrated tasks and documents, but the product may not need to go through all the stages. The control stages will be determined depending on the defined conditions.

New material: This process controls all the administration involved in purchasing new material and was launched in 2015. It is now used in all the companies that belong to Grupo Fuertes.

Grupo Fuertes decided to implement SAP to unify the management processes (ERP), this implementation enables the creation of new AuraQuantic process classes, mainly related to purchasing: purchase requests, budget control, order release (approval process) among others.

The growth in the development of new processes is due to the interest from the Management, the Grupo Fuertes team responsible for AuraQuantic and the release of the AuraQuantic "SAP Connector" module that have provoked a positive reaction, resulting in an increased level of user satisfaction.

Results achieved

Thanks to AuraQuantic's support and the software's ease of use, **ELPOZO has experienced great improvements and benefits from continuous innovation**. The main benefits obtained are:

100%
Elimination of repetitive tasks

95%
Productivity improvement

97%
Internal communication improvement

85%
Error reduction

95%
Work optimization

THE DATA:

Real-time information empowers you to act immediately in processes that require intervention.

Quotes:

"We did not have any software of this type and it was imperative for us to find an iBPMS that would give us the power to design workflows quickly, without the need for additional programming and present results to users in a short space of time."

José Belchí | Head of Information Systems

"AuraQuantic has become the go-to product when it comes to organizing processes for all the companies belonging to Grupo Fuertes.

With the AuraQuantic digital business platform, we now have reports that allow us to identify bottlenecks and indicators to continually improve our processes."

Juan Ángel Román | Information Systems BPMS Manager Grupo Fuertes