

# Case Study Welch Foods

» Fujitsu understands our business, the software and processes that support it, and provides us with outstanding solutions that rarely require rework «

Dave Jackson, Director of IT and CIO, Welch Foods



## The customer

Founded in 1869, Welch Foods, Inc. (Welch's) is a family-farmer owned company and the leading marketer of Concord and Niagara grape-based products. Welch's products range from 100 percent juices and juice cocktails to jams, jellies and single-serve products in a variety of shapes and sizes. Welch's products are sold throughout the United States and in approximately 40 countries around the globe.

## The challenge

Welch's understands the importance and influence of IT on the company's employees, business, and future. By design, Welch's IT professionals have broad and diverse business experience and knowledge to help the organization achieve their biggest ambitions.

*"Our goal is to combine our extensive business understanding and technical expertise to deliver a strategic advantage through innovative decision-making tools, business analytics, operational reporting and best-in-breed applications," says Dave Jackson, Director of IT and CIO at Welch's. "While Welch's is a huge household brand, it is really a small company with limited resources. We must, by necessity, find better and more efficient ways of doing business to remain competitive. That's where IT can add significant value."*

With a massive amount of data related to the business, gleaming insights and taking action requires robust business analytics. Welch's IT put the tools in place, and they have helped Welch's optimize its product portfolio, reduce out-of-stock inventory, and improve promotional effectiveness. In short, business analytics and integrated systems provide Welch's with information it can trust, allowing the company to focus on results it can measure and respond to issues more quickly and decisively.

*"In the past, we had data. Now, we have actionable information," says Mark Richard, Senior Manager, Application Development.*

## The solution

Welch's IT is heavily integrated into the organization and collaborates with various business and functional teams to achieve the company's corporate goals and growth ambitions. In 2006, Welch's invited Fujitsu to join that collaboration with the implementation of Oracle® E-Business Suite. Following the successful go-live of that project, Fujitsu began to deliver Application Managed Services and, in 2012, Welch's expanded the scope of Fujitsu services to include the complete business and applications services suite. Fujitsu is now the primary vendor delivering Oracle services to Welch's.

### THE CUSTOMER

Country: United States of America  
Industry: FMCG  
Founded: 1869  
Website: [www.welchs.com](http://www.welchs.com)



### CHALLENGE

As a small company with limited resources, Welch's needed to find better and more efficient ways of doing business to remain competitive.

### APPROACH

Welch's invited Fujitsu to collaborate on the implementation of Oracle® E-Business Suite, followed by Application Managed Services and, in 2012, the complete business and applications services suite.

#### THE BENEFIT

- Welch's has optimized its product portfolio, reduced out-of-stock inventory, and improved promotional effectiveness through more effective IT tools
- Welch's has reduced managed service costs by 20 percent, freeing up resources to take on other projects, cover cost increases, and fund ongoing business operations
- Fujitsu worked with the Welch's IT department to improve its speed to market, quality of deliverables and overall testing process
- Through the Fujitsu Center of Excellence, Welch's also has access to additional expertise and guidance to ensure the company produces the best and most innovative solutions for the company

*"Our goal is to combine our extensive business understanding and technical expertise to deliver a strategic advantage through innovative decision-making tools, business analytics, operational reporting and best-in-breed applications," adds Jackson. "Fujitsu understands our business, the software and processes that support it, and provides us with outstanding solutions that rarely require rework."*

Welch's credits its success, in part, to the Fujitsu team, which has consistently provided the company with world-class professionals who have exceptional technical skills. Through the Fujitsu Center of Excellence, Welch's also has access to additional expertise and guidance to ensure the company produces the best and most innovative solutions for the company. In the end, the global capability and know-how of Fujitsu, coupled with their commitment and desire to expand and grow with Welch's, has been invaluable.

Welch's also provides video conferencing, virtual desktops, remote access and mobile devices to offer flexibility in how and where people work. Globally, Welch's technology enables employees with the ability to connect with colleagues and their managed service partners. It also provides a vital means for developing personal connections across boundaries to help Fujitsu employees feel like they are part of the Welch's team.

#### The benefit

Welch's IT organization has found a way to maintain top quality support at a significantly reduced cost, having saved approximately 20 percent on its managed service costs. These significant cost savings have freed up resources to take on other projects, cover cost increases, and fund ongoing business operations.

Additionally, after Welch's agreement to select Fujitsu as its primary service provider, Fujitsu worked with the Welch's IT department to improve its speed to market, quality of deliverables and overall testing process. At Welch's, Fujitsu is part of the family. While Welch's has the same high expectations of Fujitsu team members, they also treat them like part of their team to encourage continued commitment and loyalty.

#### PRODUCTS AND SERVICES

- Fujitsu Managed Services

*"It takes months, if not years, to acquire the knowledge and experience that enables people to contribute at the highest level possible. We firmly believe that, in treating Fujitsu employees as our own, we will turn out a better quality product," comments Jackson. "So, seeing Fujitsu team members at Welch's IT department meetings and office celebrations is in perfect harmony with the way Fujitsu and Welch's view their relationship – as one big team that's in it together and for the long haul."*

One of the core themes of the Fujitsu-Welch's relationship is the consistency and seamlessness with which they deliver. Both Welch's and Fujitsu make the effort to integrate the teams and work as a cohesive unit that truly operates as one entity. Team members hold knowledge-sharing sessions, work directly with each other (versus filtering work through team coordinators), and hold monthly combined team meetings. This helps to strengthen the inter-team relationships, which in turn helps them better refine requirements, understand issues and implement solutions.

#### Conclusion

Welch's commends Fujitsu for the integrity of its people. Be it working through the details of a contract, managing personnel or performance issues, or addressing process changes, Welch's depends on Fujitsu for frank, transparent discussion and to always honor its commitments.

***"Some of the same people that worked with us at the beginning are still with us today. That builds trust and confidence, which is priceless."***

#### About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. For more information, please see <http://www.fujitsu.com>

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