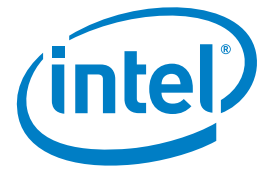


CASE STUDY

Intel® Xeon® processor 7500 and 5500 series

Enterprise Server
Cloud Computing



Boosting the Dairy Supply Chain

Granarolo enhances quality and efficiency with Intel® technology

Granarolo is currently one of the biggest names in the Italian food industry, and boasts an undisputed leadership position in the domestic fresh milk market as well as in organic dairy and cheese products. It is now the largest Italian yogurt producer, and a leading producer of extended and long-life milk and cream, cheese and fresh dairy products. For over 20 years, it has exported its products across Europe and beyond.



"The Intel® technology-based solution we have adopted has allowed us to achieve high-quality and immediate results in our data analysis."

Dr. Andrea Breveglieri,
General Manager, Granlatte

CHALLENGES

- **Leverage the Cloud.** Granarolo needed to implement a Cloud-based platform to enable communication with and management of all external supply chain members
- **Boost quality.** Must maintain efficient processes and swift time to market to keep customer satisfaction high

SOLUTIONS

- **High performance.** Implemented servers powered by Intel® Xeon® processors 7540 and 5540 to support Cloud environment
- **Expert collaboration.** The project was managed by service and solution provider Centro Ricerche Produzioni Animali S.p.A (CRPA), which developed the external cloud

IMPACT

- **Faster analysis.** Data on supply chain processes can be analyzed and acted upon more quickly and with greater precision
- **Reduced cost and complexity.** Cloud-based communication makes it easier and cheaper to collaborate with dairy farmers and parent company
- **Competitive advantage.** With a more effective process management model, Granarolo can deliver higher quality products to market faster than any of its competitors

The Cream of the Cloud

Quality has always been at the heart of Granarolo's business - both in terms of the products it produces and the processes that go into making it a successful organization. However, as the market it operates in becomes more competitive, it must set itself stricter targets than ever before when it comes to optimizing costs and business processes to drive its market share while keeping standards up.

It must, for example, ensure the procedure it uses to monitor the milk provided by its dairy farmers is up to scratch, to ensure it meets supply protocols. Detailed analysis needs to be carried out, with fast results, so that the company knows the milk is of the high quality and purity that its customers expect.

This is just one of many checks and analyses that must be carried out throughout the supply chain, and Granarolo needed an advanced system that would manage and monitor the entire process - from cow to customer. It needed to be fast and responsive enough so that any issues could be identified and corrective action taken within hours, and without having any negative impact on production.

Although it already had an efficient IT infrastructure linking all its production sites, Granarolo decided to implement a platform based on Cloud computing concepts, such as the use of IT as a service. This would enable external producers and suppliers as well as internal departments to access its supply chain systems using a simple Internet connection.



Leading Italian food producer helps farmers work faster and smarter with the Cloud and Intel® technology

Granarolo chose not to add a solution to the one already in place, as it would have required significant time and resource investment from its own IT team. Instead, the company appointed the Centro Ricerche Produzioni Animali S.p.A (CRPA) (Animal Production Research Center) to develop and manage a sophisticated portal to connect Granarolo, its parent company Granlatte, and the dairy farmers who supply the raw material for Granarolo products. The company was convinced that only with an innovative approach allowing each party to concentrate on its own core business would it be possible to continue to deliver a high-quality product while optimizing the process and saving costs.

A key part of this new Cloud-based approach was the use of the best-performing and most efficient processing power. Many of the dairy producers that would be logging on to the system did not have skilled staff or strong IT competency so Granarolo needed to ensure the IT platform it provided would support the entire ecosystem. It therefore deployed the Cloud solution proposed by CRPA and based on Intel® Xeon® processors 7540 and 5540.

Connecting the Supply Chain

With the solution deployed, Granarolo-Granlatte has seen many advantages for the business. These include greater speed in carrying out analyses and corrective actions, resulting in lower risk of product wastage, greater control of supplies and the ability to analyze a greater volume of historical data. This means they are able to make forecasts with greater accuracy and, crucially, reduce communication costs by interacting with the supply chain through the Cloud.

The new platform has also made it possible to respond effectively to Granarolo's main application and cost optimization requirements such as management of the SAP environment, desktop virtualisation, database management and sharing, and IP voice support.

The extremely positive results achieved to date will be further improved by continuing to integrate more of the information which is delivered through portals and messaging systems over time. This is expected to provide information to all the players of the chain more efficiently. Granarolo will be able to inform its dairy farmers in a timely manner in the event of problems through alarm messages which can be sent not only by e-mail but also by SMS and other IT tools.

Spotlight on Granarolo

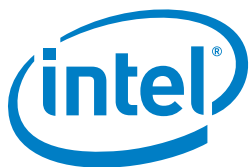
From the outset Granarolo's growth strategy has focused on full integration of the production chain, rigorous selection of raw materials, and the constant prioritization of quality and innovation.

Today, Granarolo takes an integrated approach towards quality, with objectives that are not only financial, but ethical and environmental as well. All the group's production facilities ISO 9001 or 14001 certified, and Granarolo has also obtained Eco Management and Audit Scheme (EMAS) environmental certification and SA 8000 corporate social responsibility certification.

Granarolo is currently one of the biggest names in the Italian food industry, and can boast an undisputed leadership position in the domestic fresh milk market and in organic dairy and cheese products.

Dr. Andrea Breveglieri, General Manager of Granlatte, said: "The Intel® technology-based solution we have adopted has allowed us to achieve high-quality and immediate results in our data analysis. Now Granlatte and Granarolo are able to monitor production processes with even greater timeliness and accuracy and to share the results with our dairy farmers. This means we can implement changes and improvements to enhance customer satisfaction faster than any other dairy producer in Italy."

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