GS1®
Australia

CASE STUDY
BARILLA & SPS COMMERCE

COMPANY PROFILE

Founded in Parma, Italy in 1877, as a small bread and pasta shop, Barilla is today a global leader in pasta and ready to use sauces, with a presence in over 100 countries. In Australia, they're renowned for their quality and innovation, and they continue to set the standard for excellence in the food industry.

Barilla®
DAL 1877

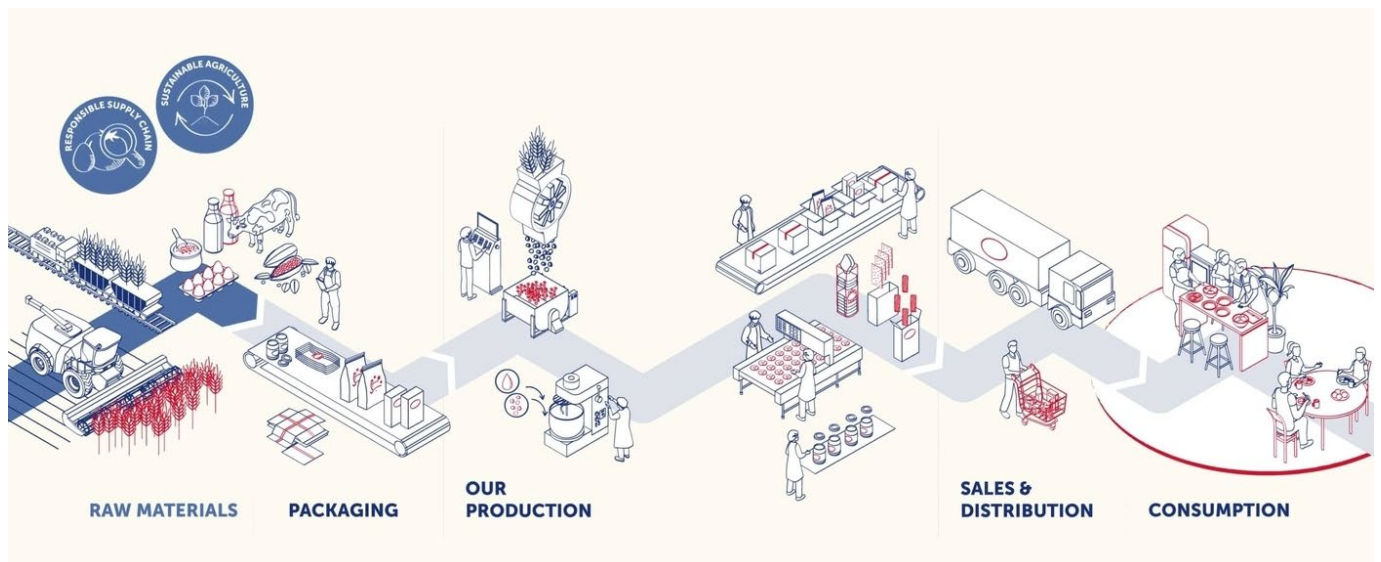**SPS COMMERCE**

THE CHALLENGE

Barilla was experiencing an increase in consumer demand in Australia, which challenged their ability to sustain operational efficiency and uphold exceptional customer satisfaction standards. Barilla identified the need to move from a direct import model to a local fulfilment strategy, with the help of a new ERP system and automated supply chain processes.

> The goal was a shift in the business model from direct imports via containers to a local 3PL with local inventory, providing more flexibility for customers like Woolworths and Coles. We needed to set up more EDI functions, which is where SPS Commerce came in.

Dennis Ou
IT Manager, APAC

RAW MATERIALS **PACKAGING** **OUR PRODUCTION** **SALES & DISTRIBUTION** **CONSUMPTION**

THE SOLUTION

Barilla identified and partnered with SPS Commerce to implement a solution to enable seamless EDI integration between their ERP system, customers, and warehouse partners; all underpinned by GS1 standards. SPS Commerce was able to manage the entire process for Barilla, enabling a smooth transition and allowing them to focus on their core business.

By automating key processes and eliminating extensive internal development, Barilla gained a powerful, scalable system designed for future growth.

RESULTS & BENEFITS

Barilla successfully met their implementation deadlines and established a robust and scalable supply chain system. Key outcomes included:

- **Enhanced efficiency:** using GS1 standards, EDI processes were automated to reduce manual work and errors

- **Improved customer experience:** faster, more reliable order handling delivered better service to retail partners

- **Scalability:** the solution allows Barilla to seamlessly grow, adapt and innovate into new markets

- **Future-proofing:** The cloud-based solution supports ongoing ERP evolution and relieves Barilla from ongoing EDI change management

ABOUT SPS COMMERCE

SPS Commerce has been a GS1 Australia Alliance Partner since 2012 and are a global leader in cloud-based supply chain management solutions. Specialising in EDI, order fulfilment, and seamless integration with ERP systems, their expertise enables companies of all sizes to automate processes, enhance efficiency, and scale for growth.

Contact Information
www.gs1au.org/partners/solution-providers/business-alliance-partner/sps-commerce

This partnership allows us to build a future-proof and simple cloud ecosystem, relieving us from EDI change tasks and keeping us up with ERP evolution.

We wanted a single, powerful SaaS solution. With limited time for a major business model revamp and ERP implementation, speed and future-proofing were essential.

Filippo Barsotti
Head of IT, EEMEA and APAC

CONNECT WITH US