

Optimizing the restaurant supply chain with SAP Business One®



Before: Challenges and Opportunities

- An entrepreneurial opportunity to distribute food straight from producers to restaurants, thus eliminating middlemen who add no value to the product; in the future, to assist farmers to better organize their crops based on future demand.
- The company had a technological platform, but needed a system to automate certain operations.
- The challenge of disrupting a not very tech-savvy sector and improving the business model while seeking optimal solutions for farmers and restaurants alike.

Why SAP Business One and Seidor

- SAP Business One will help to automate and streamline operations as well as foster growth without the need to constantly restructure the company.
- Seidor is a distinguished partner who understands the business opportunities afforded by SAP Business One and offers comprehensive support from day one.
- SAP Business One will allow the company to integrate the various departments within the company (inventory, billing...) and it's scalable, allowing for future branch offices to be easily incorporated

After: Value generating performance

- When organizing and optimizing operations, SAP inspires trust from present and future investors.

“Our vision is to integrate additional services into SAP Business One and to become two **strategic allies**, in order to grow not only quickly but in the best possible way.”

Juan Felipe Beltrán, Founder, Frubana

20%

Weekly growth

Startup

After only 6 months in operation:
600 customers
200 farmers

Featured Partner



Frubana
Bogotá, Colombia
<https://frubana.co/>

Industry
Wholesale
Distribution

Products and Services
Technology company that brings farmers closer to restaurants

Employees
60

Revenue
Insert text here
(add US\$ or € where applicable)

Featured Solutions
SAP Business One

To watch the video
<https://vimeo.com/314258894>



Optimizando la cadena de abastecimiento a restaurantes con SAP Business One®



Antes: Retos y Oportunidades

- Oportunidad de negocio (start up) para distribuir directamente los alimentos del origen a los restaurantes, eliminando intermediarios que no aportan valor agregado al producto y, por otro lado y en el futuro, ayudando a los agricultores a organizar mejor sus cultivos en base a la demanda futura.
- Tienen ya una base tecnológica, pero necesitan un sistema que les ayude a automatizar ciertos procesos operativos.
- Ser disruptivos en un sector muy poco tecnológico y mejorar el modelo de negocio buscando lo mejor para el agricultor y lo mejor para el restaurante.

Porqué SAP Business One y Seidor

- SAP Business One porque les va a ayudar a automatizar y agilizar los procesos operativos del negocio y les va a permitir seguir creciendo sin necesidad de reestructurar constantemente la empresa.
- Seidor porque es uno de los grandes partners y referentes de SAP Business One y ha entendido la oportunidad de negocio y les apoya desde el principio.
- SAP Business One les va a permitir integrar las diferentes áreas de la empresa (inventario, facturación, ...) y es escalable, lo que les permitirá ir incorporando nuevas sedes fácilmente.

Después: Resultados generadores de valor

- Tener SAP para optimizar la organización de sus procesos operativos, es un aval de confianza para los actuales y potenciales inversores.

“El plan a futuro es poder integrar otros servicios junto con SAP Business One y convertirnos en esos **aliados estratégicos**, para que podamos crecer no solo rápidamente, sino que lo hagamos de la mejor forma.”

Juan Felipe Beltrán, Founder Member, Frubana

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THE BEST RUN

