SEDAMYL
Naturally reliable

Focusing on Qlik business value:

The Risk Management for Manufacturing Companies Operating in Highly Volatile Commodity Markets

www.sedamyl.com

About SEDAMYL

An **Italian family-owned** company becoming a leading **European manufacturer**

Starting from a grain of wheat, we produce

- Starches
- Sweeteners
- Alcohol
- Proteins
- Paper & Corrugated
- Food & Beverages
- Green Chemistry
- Animal Nutrition

1st In **Europe**
for Grain Neutral Alcohol

1st In **Italy**
for starch-based sweeteners and wheat proteins

1st In **UK**
for wheat starches and proteins

>400
Employees

2
Plants

>700 M€
Turnover

Source: Financial Year Figures 2024

Our History

1949
SEDA Fruit Distillery Cooperative opens in Saluzzo (Italy)

Acquisition by the Frandino family
1961

1985
The distillery converts into wheat starch plant

Manildra
1987

1992
Amylum

2000
Tate & Lyle

Tereos
2007

2012
Starch plant and distillery opens in Selby (UK)

A period of Joint Ventures

Sedamyl independent group
2019

2021
2nd distillery startup in Selby (UK)

Liquid sweeteners plant startup in Selby (UK)
2023

40 years of experience in the Starches & Sweeteners Industry

The starting state

No Commercial organization in place

SAP in place since 90's
(No discipline with data)

Qlik

Very low usage
(technical approach &
less than 10 users)

- Planning
- Sourcing
- Manufacturing
- Inventory Management
- Logistics
- Order Fulfillment

- Lead Generation
- Opportunity Management
- Quote Creation
- Contract Negotiation
- Order Processing
- Marketing & R&D
- Invoicing
- Cash Collection

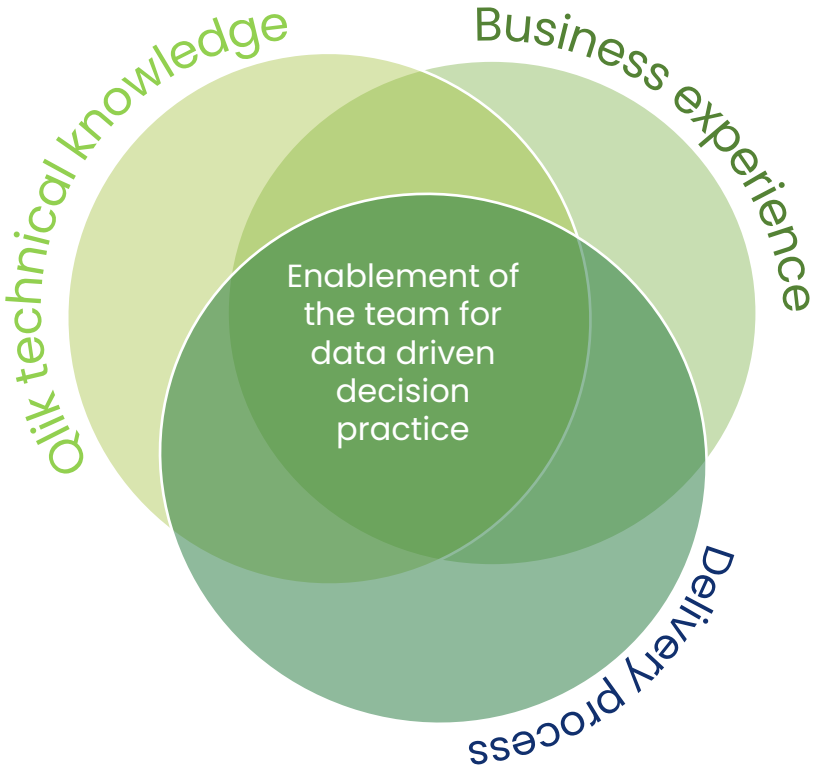
Sedamyl's challenge

Partnership with The Infotrust

We had to **select a trusted partner** for long journey to build data analytics culture

- Adopted a **360° business review**
  - Data analytics as a business initiative, not just IT
  - Essential commitment from top management
  - Defined champions with proper training
- The Infotrust actively listened and provided strategic guidance for next steps

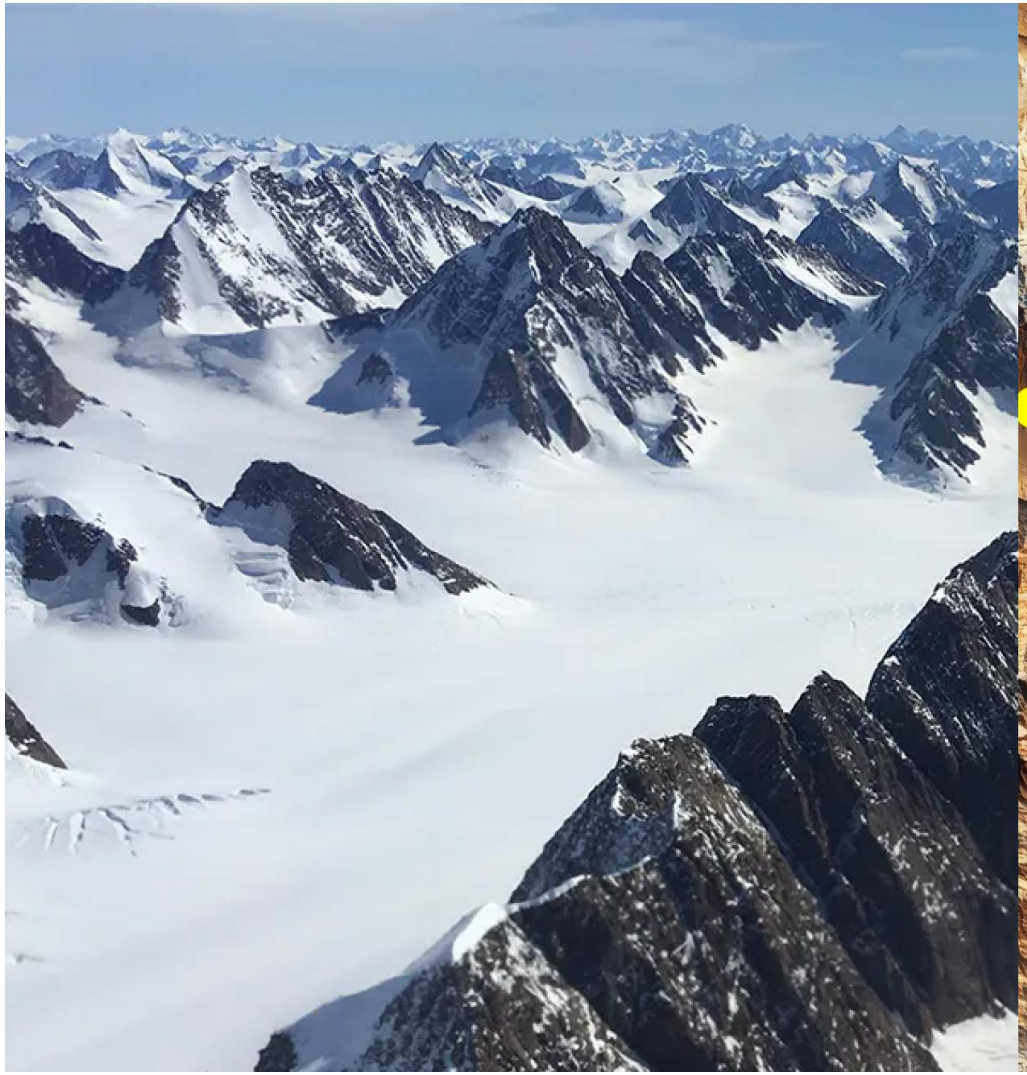
- **Solving complex data models without creating clutter**
- Managed deployment
- 19 years with Qlik

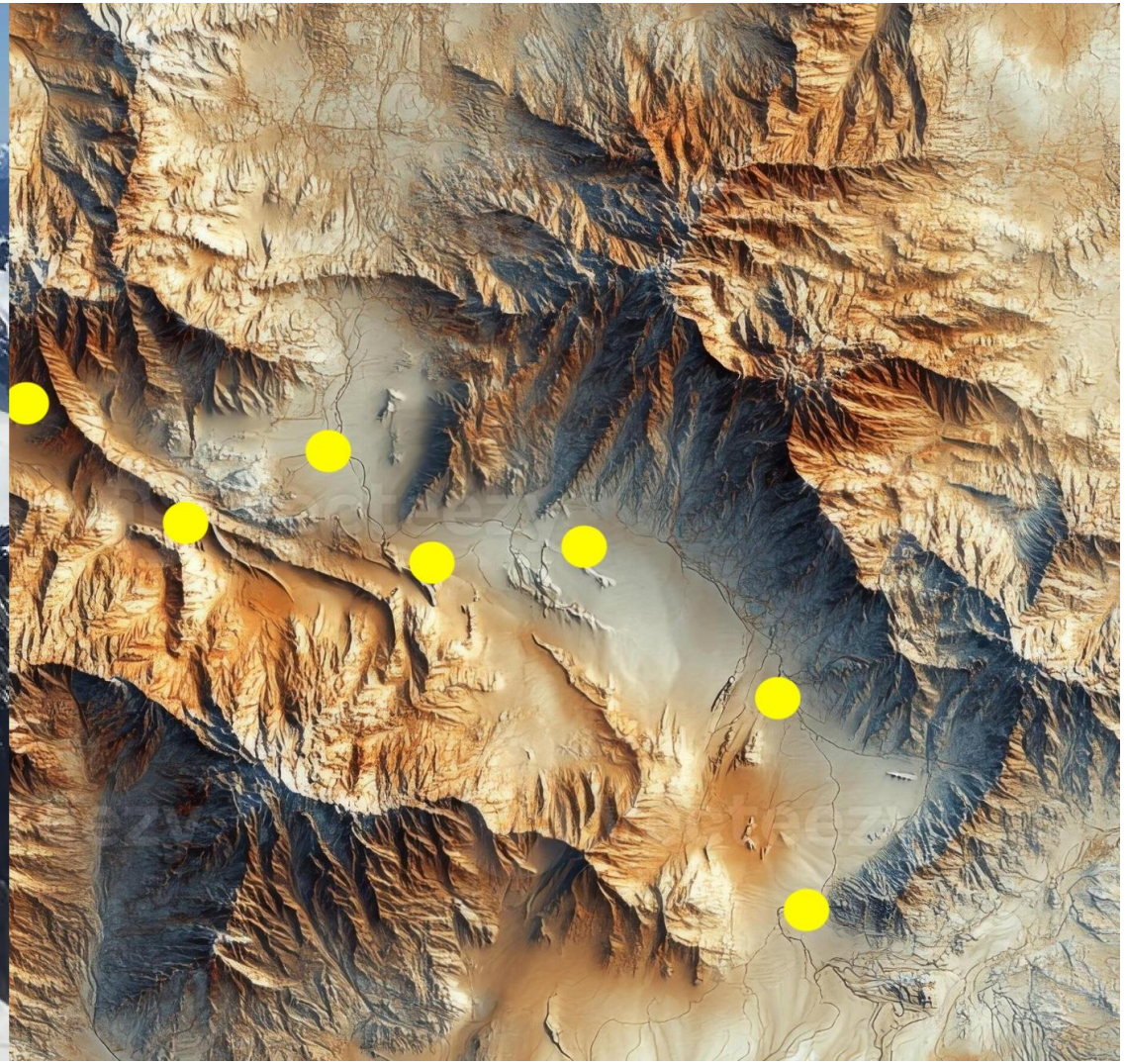


- **Industry commerce knowledge**
- 360-degree business discovery
- Top management aligned

- **Speed in prototyping**
- Resource scaling for development
- Service plans over T&M

A map is a critical tool for planning your journey





Finding the sweet spot

Public interest is **creating value**

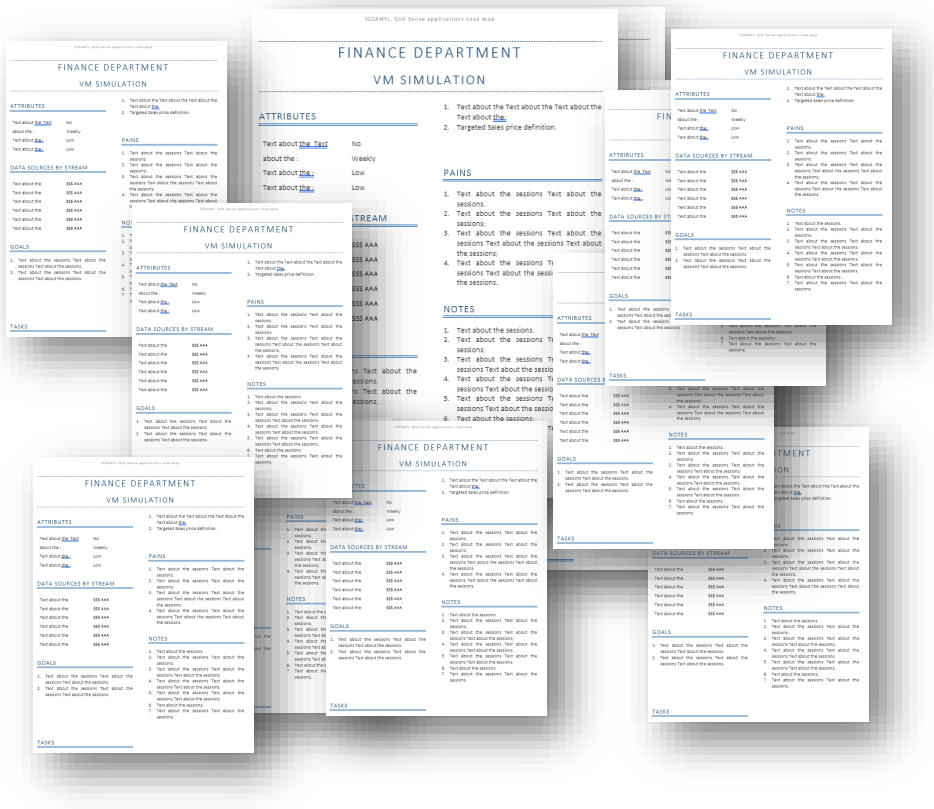
Business discovery sessions

Public interest is **creating value**

8 business teams

30 people involved

~ 3 Months to finalize



Business discovery sessions: Apps road map

11

Market Prices R1

Energy Consumption R1
Actual data

Energy Consumption R2
Economics data

VM Simulation R1
Targeted Price Calculation

VM Simulation R2
Contract VM Simulation

Project CAPEX Mgt R1

Raw Material Purchase R1
Purchase Contract Data

Raw Material Purchase R2
Market Prices

Raw Material Purchase R3
Material Quality Data

Finance R1
Receivables & Payables

Finance R2
P&L and BS by Comapnies

Finance R3
P&L and BS - Consolidation

Sales Analysis R1
Current Sales Data

Sales Analysis R2
Historical Sales Data

Sales Analysis R3
Delivery & Transport cost

Supply and Demand R1
Market Data

Supply and Demand R2
Competitors data

Transport R1
Delivery and Transport

Transport R2
Cleaning station data

Transport R3
Traffic Mgt + Resources

QS Platform Preparation

Effect analysis R1
Actual vs Budget

Effect analysis R2
Actual: CY vs CY-1

Effect analysis R3
Variable Costs detailing

Stock R1
Current Stock Data

Stock R2
Historical Stock Data

Stock R3
Planning

M01 M02 M03 M04 M05 M06 M07 M08 M09 M10 M11 M12 M01 M02 M03 M04 M05 M06 M07 M08 M09 M10 M11 M12

202X 202X

Business discovery sessions – siloes identified

Volatility →

Markets of Raw Materials

Historical and Spot prices, Forecasting, Simulating

BOM's (Bill of Materials*)

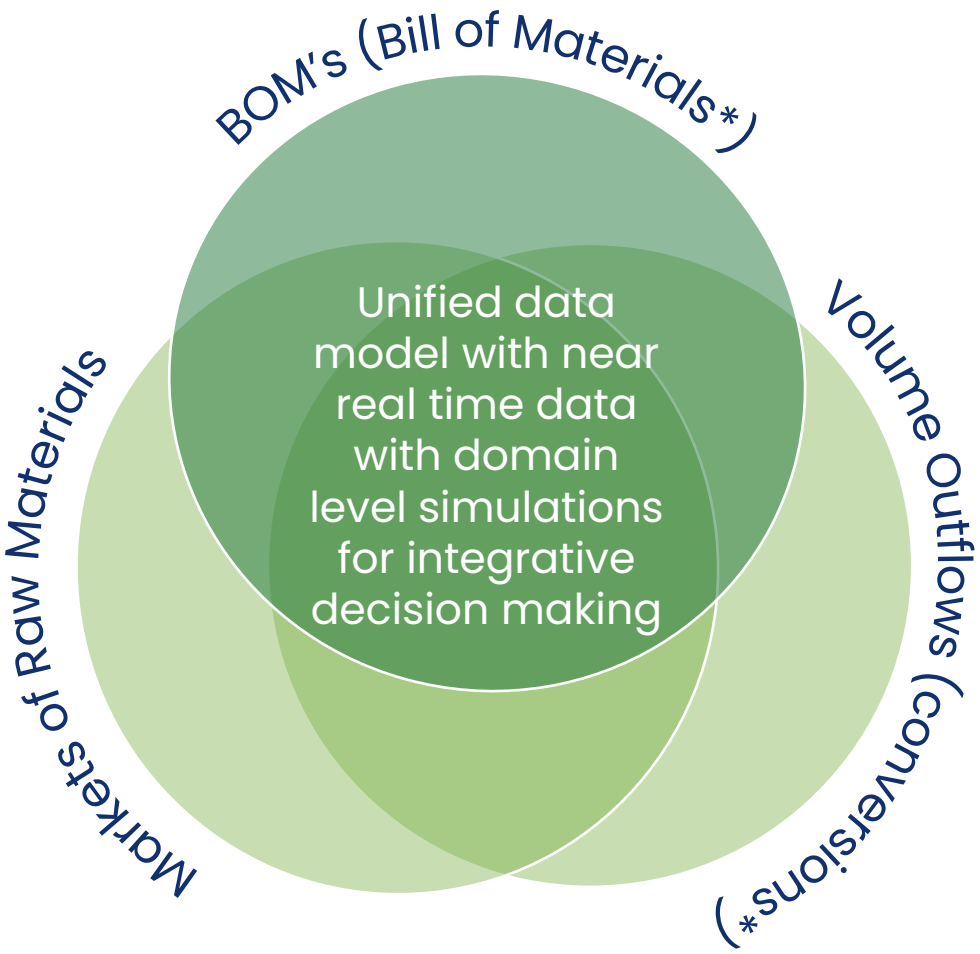
Forecasting, Estimating, Simulating of Production Costs

Volume Outflows (conversions*)

Commercial tons, Equivalents of raw materials and energy

← Volatility

Business discovery sessions: siloes identified



First steps on the road: volume to value

Business requirements

New sales organization requiring data analytics

Mindset change from volume to value asks focus on margins

Production cost and raw material prices visibility

Secure margins in (almost) real time by linking sales to purchasing operation

Production cost optimization

Conclusions & decisions

Sales analytics & Debtors analysis

Production Benchmarking

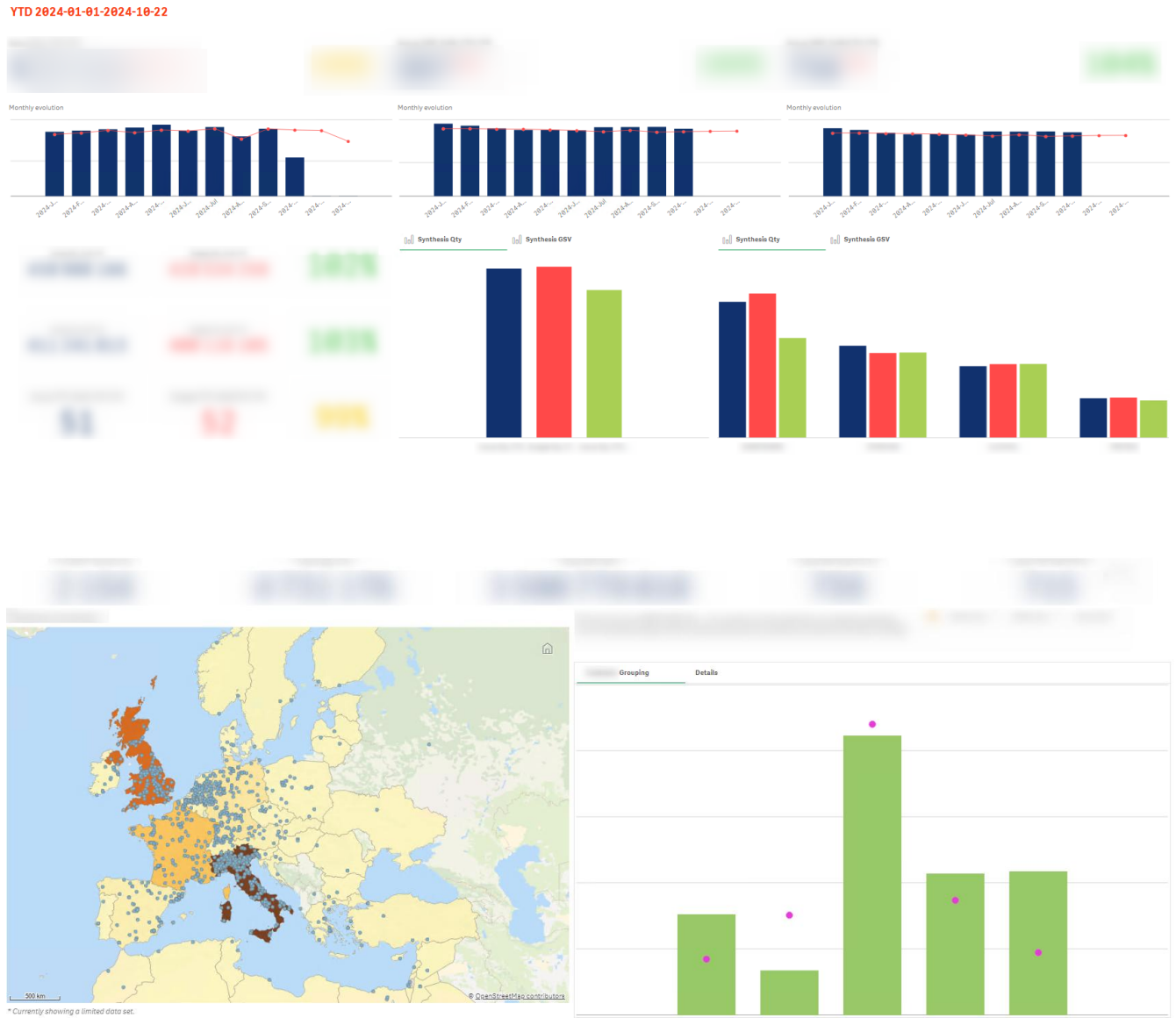
Product Costing & Margins

Risk management (securing margins future)

Sales analytics & Debtors analysis

Achievement

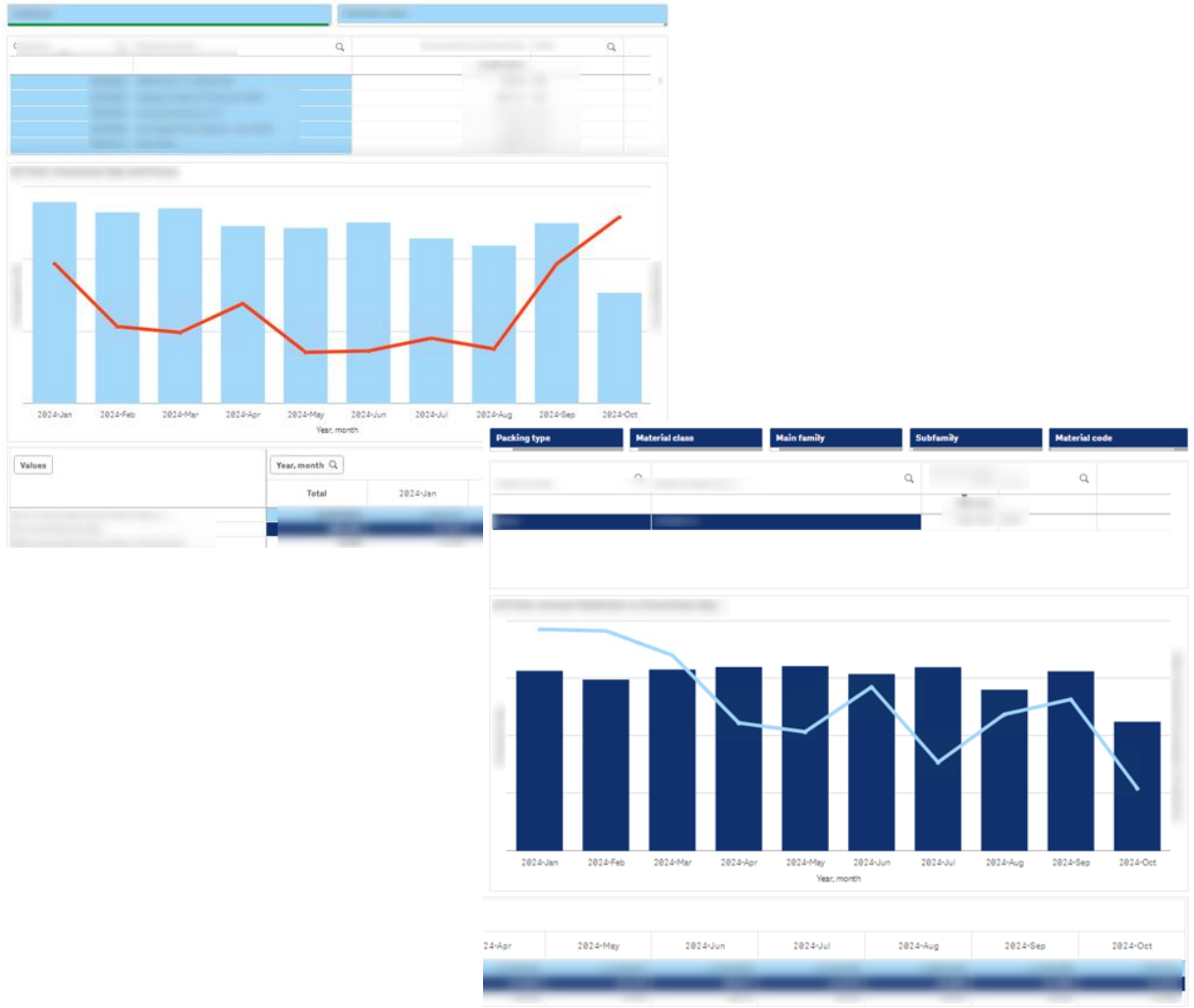
- Beginning of BI center of excellence
- Significantly reduced data preparation process and improved data quality
- Reduced cash collection time and bad debts



Production Benchmarking application

Achievement

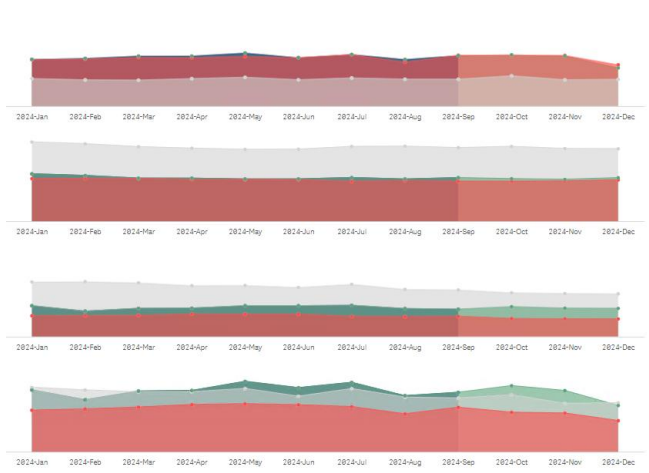
- Improved production process
- Reduced cost and consumption of chemicals
- Target => simulate future stocks

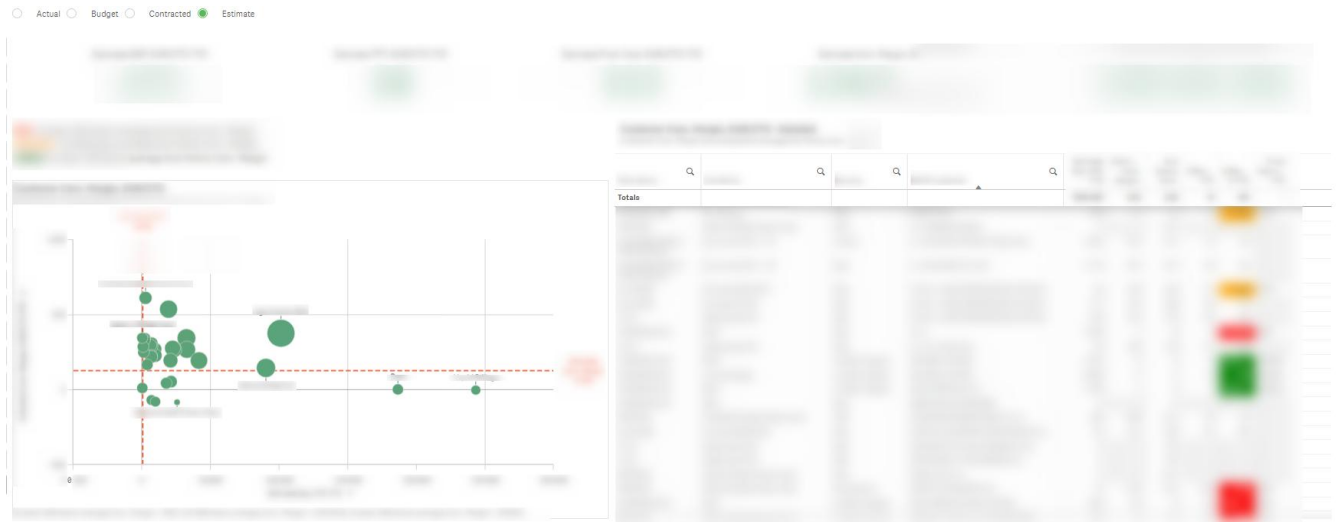


Product Costing & Margins application

Achievement

- Accurately simulated commercial margin
- Improved decision-making time in contract negotiations
- Increased trust in data and is enabled to use it on hourly basis

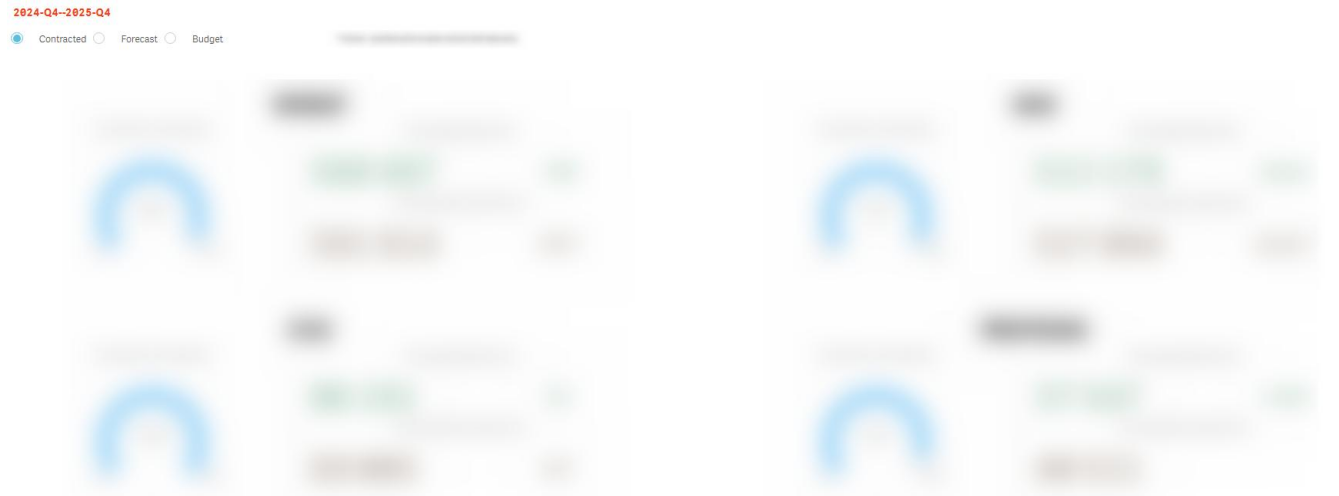




Risk management application

Achievement

- **Mindset from Volume to Value changed**
- Quick response to market price fluctuations on hourly basis
- Improved quality of sourcing requests
- Significantly improved in margin value estimations



Result impact on business end results

Implementation of **RISK Management & Product Costing applications** resulted in a significant **improvement of our margins**

- 6 x times increase in usage
- sustainable process with no partner lock
- available business requirements documentation
- becoming autonomous in developing process
- long term trust and efficiency with The Infotrust

Next steps

We're confident to start exploring the AI potential

- the data analytics delivery journey is not finished yet (will never be…)
- we're working at improvements and new deliveries on secured margin, finance analysis, finished product stock estimation

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Lessons learned

- Technology is important - but is not the most important part when it works
- Business is driving value – even do not start analytics without an owner
- Have clear objectives - develop a roadmap to achieve that
- Be patient, culture cannot be changed in a month - highest results will come in 1-3 years
- Data literacy should be as a continuous and recurring initiative – one time is not enough
- Look for a partner who shares responsibility for the business value created with you
- Capitalize on the achieved and review/develop new roadmap