Mondelēz International Optimally Prepares IT Systems for Merger with SNP Software

"SNP helped us with the pending acquisition to follow the confidentiality rules set by anti-trust specialists and to prepare the merger of the IT systems in the best possible way."

Ursula M. Kostal, IBS Senior Project Manager M&A at Mondelēz International

Mondelēz International
SNACKING MADE RIGHT

SNP

At a Glance

About Mondelēz International

Mondelēz International has operations in more than 150 countries and employs around 80,000 employees in factories, offices, research & development facilities, and distribution activities around the world. With brands that include Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum, Mondelēz are one of the largest snack companies in the world with global 2021 net revenues of approximately USD 28.7 billion.

Chipita was established in Greece 40 years ago to become one of the largest producers of salty and sweet snacks in Central and Eastern Europe, having approximately USD 580 million of revenue in 2020. With a leading position in the production of packaged croissant and baked snacks, the company boasted a portfolio of iconic brands including, among others, 7Days, Chipicao and Fineti – an impressive legacy of which to be proud. A pillar to the company's decision-making had been the development and expansion of confectionary and baked snacks across many markets, driven by innovation and strong manufacturing capabilities. On January 3, 2022, Mondelēz International closed the deal to acquire Chipita.

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The Challenge

Mondelēz had agreed to acquire Greek snacking company Chipita as part of the strategy to expand its snacking portfolio and geographical reach into the fast-growing markets of Central and Eastern Europe.

Mondelēz were keen to gain an early view of Chipita's systems to understand what they were set to inherit and plan how to incorporate the systems.

Chipita needed to prepare a view of its systems for Mondelēz that would facilitate a speedy merger of the two companies' systems. As the deal was not yet complete and under review by anti-trust authorities, it was vital for Chipita not to give away any sensitive information prior to the acquisition, as well as to follow masking requirements provided by anti-trust specialists

Industry
Consumer products

Headquarters
Chicago, USA

Net revenue
USD 28.7 Billion

Employees
79,000

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The Solution

The SAP data was extracted from Chipita's SAP source system into a clone system.

The project was approached in two phases. Firstly, an initial system scan of this cloned system was carried out, using SNP's CrystalBridge® Analysis. SNP was able to analyze what data was in place in terms of size, usage and structure. Based on this, SNP presented the findings to Mondelēz, giving them a clear overview of the systems and confirming the approach.

Secondly, SNP's Test Data Organizer (TD) masked standard and bespoke sets of sensitive data, as defined by all parties, within a temporary copy of Chipita's SAP ECC system. This gave Mondelēz a hands-on view, without compromising their competitive position.

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The Benefits

- Ability to gain valuable insights without losing competitive position

- Power to make informed decisions quickly as soon as the deal between the two companies had been concluded

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Scope

High-level assessment of the existing Chipita ECC system using CrystalBridge™ Analysis to understand the extent of custom development, identify the processes, modules, application components in use, and scramble the SAP data from the cloned system with SNP Test Data Organizer (TD).

Project type
Carve-out & Merge

Duration
2.5 months

SNP products
CrystalBridge™, Analysis (AN), Test Data Organizer (TD)