



Customer case Continental Sweets

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Continental Sweets chooses RAW, Inetum's total ERP solution

Continental Sweets Benelux specializes in the distribution and production of confectionery. Headquartered in Lier, the company has a long history and a strong reputation in the confectionery industry, with national and international classics such as Lutti, Vicks, Autopack, Sportlife, and Venco. It is committed to socially responsible and sustainable growth and aims to become the growth engine of confectionery in the Benelux. RAW, Inetum's total ERP solution, will help them in this growth ambition. The choice for RAW to replace the current ERP system was finalized at the end of 2023, with an effective go-live planned for January 2025.

Continuity and industry-specific challenges

Tom Maris, IT Manager at Continental Sweets, on their expectations: "First and foremost, RAW needs to ensure the continuity of our systems, but of course our ambitions go beyond that. So, we are talking about a thorough optimizing, automating, and integrating of our processes, primarily in accounting, but obviously also in other processes such as sales, purchasing, and inventory, where solutions to industry-specific challenges, such as "first expired, first out," are included as standard functionality in RAW. We are also looking for a more flexible and efficient way of working in the ERP solution itself, because too many things are still being done manually outside the system, which is very burdensome for our people. We're committed to additional controls to reduce the margin of error, and better reporting

and analysis so we can manage our operations more effectively, taking into account the constant changes in the market."

Finding the best 'fit'

Peter Croket, CFO at Continental Sweets, along with Tom Maris, was one of the decision-makers in choosing RAW "From comparative research and the various demos of possible software providers, RAW ultimately came out as the best fit for our complex way of working. The price/performance ratio was good, as was the standard functionality and a minimum amount of customizing. Right out of the box the software also offers lots of extras that will allow our people to work more efficiently and with greater ease of use, which will also allow us to empower them to exploit more of their own energies and expertise."



The importance of human connection

Inetum being a Belgian player was also a prime criterion in the choice of RAW. **Tom Maris** emphasizes the importance of the human connection in this regard. "Our company invests heavily in sustainability, thus naturally in sustainable relationships, too. People do business with people. Of course, the technology is essential, but the professionalism and open communication of the Inetum consultants provided added value right from the start, which is equally important to us. They really think right along with us in exploring how RAW can help us meet the challenges we face. Software should be able to adapt to the business and not the other way around, as was the case with the bulk of the other providers. The various company visits also allowed us to directly experience how the software works in practice, and how other companies experience collaboration with Inetum."

Working together as one team

Meanwhile, that collaboration with Inetum is in full swing on the shop floor. **Tom Maris**: "These are busy schedules with intensive workshops, but we're confident that it will pay off and also pave the way for a solid testing phase within a few months. I have done quite a few implementations in the past and know from experience where the risks lie. Therefore, you cannot overestimate the importance of testing and getting started on time. That is a professional ambition of mine, but I am confident

that we will successfully achieve it." He concludes with a quip, "And who knows, I might finally be able to leave on vacation without bringing the laptop in my luggage."

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TOM MARIS
IT MANAGER
CONTINENTAL SWEETS

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More about Continental Sweets Benelux:

www.continentalsweets.com

More about RAW: www.rawerp.com

More about Inetum in Belgium: www.inetum-realdolmen.world

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