SEDNA

UNIFY THE SUPPLY CHAIN

BUNGE	**COMPANY** Bunge	**INDUSTRY** Commodity & Mining	**BUSINESS SIZE** 25,000

TEAM Freight & Trade Operations, Chartering, Accounting, Legal	**INTEGRATIONS WITH SEDNA** SAP, Softmar

USAGE RESULT HIGHLIGHT
Gain visibility into users and functions within different parts of the supply chain.

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Introduction

Bunge is a publicly-traded agribusiness that started in 1818 and today has operations in over 40 countries with 24,000 employees. Their specialty oils and milled grains are key ingredients for consumer and restaurant brands around the world. Caio Trevizan, a senior manager within Bunge, who is involved in operations and digital transformation, shared his insight on how the organization is succeeding with SEDNA.

" "Ultimately you're engaged in different parts of the same transaction. Through SEDNA and the integration with SAP and Softmar, the teams could see the information that was most relevant to them and gain visibility through the entire process. "

Caio Trevizan
Finance - Senior Manager, Bunge

The Challenge

As part of their evolution to meet the ever-changing needs of a growing market, Bunge looked internally at how they were managing the flow of goods across its supply chain. What they discovered is that the company was suffering from a disjointed process. Each department (i.e. freight, chartering, accounting, legal and trade operations) had its own way of operating and the internal systems for communicating via email were very inefficient.

In some cases, a single team was using multiple systems to do the same job, for example, some teams used multiple traditional systems to manage email. Adding to their challenges was the fact that the company was struggling with massive volumes of historical mail. As a result, systems were slowing and people were spending a lot of time filing and archiving messages for records retention and future reference.

"It was an opportunity to harmonize all of the systems and the process we manage our emails across different functions."

Caio Trevizan
Finance - Senior Manager, Bunge

The Solution

The organization focused on harmonizing their systems with a communication platform to unify the process across teams and connect with their business-critical applications. Since email is the lifeblood within the company for communication and sharing documentation related to each transaction, they started there. The system they chose was SEDNA. As Caio Trevizan, a senior manager within Bunge explained, SEDNA was a great unifier across the company as a team-based system, everyone now had the visibility into an email, comment, document, and action.

Focus on the job

With SEDNA, the user experience was optimized because the time spent managing email was reduced significantly. Through auto-tagging, emails were directed to the most appropriate person or teams, which eliminated the need for people to go through every single email. This reduction in email volume ensured that people could spend more time focusing on their job and reduce the risk of missing an important message. Because SEDNA is cloud-based with the ability to store millions of messages, it meant people no longer had to spend time archiving emails. Instead, they had easy access to any message they needed, when they needed it.

Work as one team

The teams were collaborating more effectively in SEDNA because they could use tagging and commenting, without having to switch into another application. Within the system, when an important email required the attention of another person, users could tag the recipient instead of sending another email or forwarding the message. The conversation could happen right in the context of the email sent. According to Caio, this was very valuable when assigning an action to another person or when discussing internally how best to respond to a specific request via email.

Not only can you tag people on a message, but you can also tag other departments and share messages directly with teams to streamline communication.

"The commenting in SEDNA allows us to chat internally about the particular message before taking action, it is one of the key features that allow our teams to have a pinpoint conversation and gain alignment."

Caio Trevizan
Finance - Senior Manager, Bunge

Managing technology change

It's important to note that harmonizing the process across nine countries with people of varying technical skill sets could not have been done without a planned roll-out program involving SEDNA's client training and onboarding team. According to Caio, it is natural to encounter resistance to change. There were, however, a number of factors that led to the successful roll-out of SEDNA. The first was establishing a steering committee or working group with key stakeholders to help facilitate the change. The second was bringing users into the process early to be a part of discovery sessions with SEDNA to create a better way to work. The third was providing extensive training sessions, so people could learn the system and gain familiarity with SEDNA.

" People felt that they were part of creating a better system. Which was a very different approach from what we've seen before in working with other software companies. "

Caio Trevizan
Finance - Senior Manager, Bunge

The Results

With SEDNA, the company was able to harmonize systems, increase visibility across teams, reduce administrative tasks to manage email, and accelerate internal collaboration, so people could be more productive. SEDNA contained an audit trail of all the information and actions associated with a transaction.

Key results:

- Reduce time archiving email

- Harmonize systems by integrating with SAP and Softmar

- Unify the process across teams

- Gain visibility into users and functions within different parts of the supply chain. Instant retrieval of historical information

SEDNA

SEDNA is a leading provider of cloud-based team collaboration and transaction management software. SEDNA is a proven solution that has powered over 100 million email conversations and is used to accelerate global trade for multi-national corporations, including Glencore, Bunge, NORDEN, Sturrock Grindrod, and Ardmore Shipping.

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