



Estrella Maarud holding takes operations to the next level with Infor M3

Facts at a glance



Headquarters
Oslo, Norway



Industry
Food & Beverage
(CPG)



Products and
services
Infor® M3



Web site
estrella.se

Ensuring growth and expansion

Founded in 1957, Estrella Maarud Holding manufactures and markets salted snacks in the Nordic and Baltic countries under the brands of Estrella, Maarud, and Taffel. When Estrella was acquired Intersnack, Estrella saw this as an opportunity to upgrade to the latest version of Infor® M3 to help ensure continued growth across its established Nordic market and facilitate expansion into the emerging Baltic markets.

Another key objective in the decision to upgrade Infor M3 was to take advantage of the solution's new pallet label identification capabilities to support the company's traceability and logistics processes. As a manufacturer in the highly competitive and fast-paced snack food market, it was vital that the upgrade not disrupt the business. The upgrade would cover two versions of Infor M3 and move the solution from an iSeries- to a Windows-based platform.

Achieving business goals

- Accelerate growth and expansion across the company's operations in seven countries.
- Support traceability and logistics processes with Infor M3's new pallet label identification capabilities.
- Completely test the application to ensure successful delivery of all functionality.
- Transition successfully from an iSeries- to a Windows-based platform without impacting the business.



Infor M3 was successfully upgraded with no disruption to our business. Using an innovative gamification methodology, we accelerated the deployment across our operations in seven countries in the Nordics and Baltics.”

Anders Ivarsson, CIO, Estrella Maarud Holding

Using an innovative gamification methodology

Testing the application

A key part of the Infor M3 upgrade involved fully testing the application to ensure that all required functionality was delivered as expected. To maximize the success of the testing process, a “game” was introduced into Infor M3 by the team at Estrella, with points awarded for the testers to check the consistency of their log-ins and the completion of specific tasks. Gamification is the application of game-design elements and game principles in non-game contexts. Progressing levels throughout the game encouraged progress among the team at Estrella, and high score lists were posted on the Estrella intranet to foster competition across departments and countries.

Business outcomes

- Ensured continuous growth and allowed expansion into key emerging markets.
- Maximized success of the testing process.
- Standardized business processes within the enterprise application.

Having fun while identifying business processes

While injecting some fun across the organization, the game also allowed the CIO and management team to have complete control over the testing processes and see what had been tested and to what degree. Estrella moved from an iSeries- to a Windows-based platform with no negative impact to the business. The positive uptake of the gamification project gave the team confidence to try similar methodologies to identify different uses and best practices across the group.

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The gamification project resulted in a very smooth upgrade with no business disruption. In the process, it has become far more than just an implementation tool; it helped us to identify the business processes on which we can standardize throughout the business.”

Anders Ivarsson, Estrella Maarud Holding

Upgrading without disruptions

Ensuring delivery of all functions

Estrella benefited from the newly upgraded solution in many ways. The acceptance and commitment the team gave to the gamification project helped the company transition to the upgraded application smoothly and without any business disruption. This helps to seek buy-in and reassure senior management in preparation for future upgrades. With Infor M3, Estrella experienced an easy ERP upgrade with creative methodologies that yielded impressive results.

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ERP upgrades are typically big projects that can present a risk to a business if they go wrong. We've successfully jumped two versions of Infor M3, while moving from an iSeries to a Windows platform with no impact to the business. This achievement will help us get buy-in and reassure senior management when we prepare for our next upgrade.”

Anders Ivarsson, Estrella Maarud Holding



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