



RIISING TO THE CHALLENGE FOR H.J. HEINZ COMPANY, PITTSBURGH, PA

PHOENIX Provides a 'Variety' of Solutions for H.J. Heinz Merger



THE BACKGROUND

With sales approaching \$10 billion, H.J. Heinz Company is one of the world's leading marketers of branded foods to consumers around the world. The company's dynamic 130-year history is built on the foundation of its reputation -- offering high quality products to its customers.

THE CHALLENGE

In early June 2001, the H.J. Heinz Company announced its acquisition of a new business's pasta sauce and dry bouillon and soup lines. Products for the company are manufactured at factories located in Pennsauken, New Jersey, and Northbrook, Illinois. This transaction would complement Heinz's robust line of condiments and sauces.

In order to make the new business an efficient Heinz asset, the company determined that a financial and manufacturing BPCS® software implementation would be required. BPCS® is a comprehensive set of integrated client/server applications that addresses the core system needs of industrial sector businesses. Compounding the challenge of this implementation was the aggressive timeframe. The system had to be fully functional in 90 days. On top of that, the new business staff was not familiar with the BPCS® product. And, just as critical, the new business operations could not be disrupted.

THE SOLUTION

H.J. Heinz engaged the PHOENIX Business Consulting team of top-level project management, application and technical consultants to complete a successful integration of the new business's major financial and manufacturing systems. The company also knew that PHOENIX would recognize the special attention needed to the reaction and acceptance of a new software system among the the new business's employee population. PHOENIX provided training and built a comfort level with the new system so that the new business employees would embrace it.

THE RESULTS

A seamless integration of the new business's financial and manufacturing processes into the Heinz system.

- No disruption of service for either Heinz or the new business.
- Met the 90-day timeframe with no major issues.
- Streamlining of operations for efficient business processes that equates with profitability.
- Reporting synergies between Heinz and The new business.
- No disruptions in the day-to-day operations at the new business resulting in no loss of income due to the implementation.