

# Industry: Poultry Farming

## Region: APAC

It is a 100yr old poultry company that grew through decades of acquisitions to become an ASX 200 company, spending approx \$1.9b annually with over 5000 suppliers. They deliver over 4million products per week to over 500 buyers across their Australian New Zealand network. They partnered with Robobai to consolidate multiple legacy systems from feed, farming, processing and distribution.

## The Challenge

- Lack of visibility across their supply base.
- Granular category information for goods and services was managed in multiple systems yet no ability to see a single view of across the breadth of the business for strategic reporting.
- Legacy systems struggled to manage classification of the high volume of daily transactions.
- Considerable time wasted managing multiple data systems (with high frustration levels!).

## The Solution

- RobobAI consolidated data from multiple legacy systems without ERP integration.
- Over \$1.9bn spend data was cleansed, categorised and classified to a combination of UNSPSC and internal taxonomy to level 3.
- Through robust collaboration, 90% accuracy was achieved within weeks.

## The Result

- Centralising Ingham's spend data onto RobobAI driven platform has enabled them to achieve significant tangible benefits including:
  - o Extensive cost savings, delivering 100x ROI in Yr 1.
  - o Holistic 360 visibility across the entire spend base.
  - o Ongoing in house ability to report across the business and identify opportunities including working capital benefits, increase spend under management and find new sourcing opportunities.
  - o See and manage potential risks across their supply chain.

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RobobAI has transformed endless data into targeted savings insights.

Head of Procurement

