



**EXPORT WITHOUT WORRIES:
PASTA ZARA'S CASE**

PASTA ZARA, first Italian dry pasta exporter

3 production plants in **Italy** and presence in 108 countries in the world, exporting 90% of the production: this is **Pasta Zara**, standard bearer of the Italian food worldwide. Led since 1898 by the Bragagnolo family, today Pasta Zara is the second Italian producer and first exporter of **dry pasta**.

BRANCH
Food.

PROBLEM
Integration with retail chains worldwide.



REQUEST

Given the importance of export in its business and pushed by customers of the large retail sector, Pasta Zara searches for an EDI provider. They need a **flexible service** to exchange also non-standard formats and a **supplier with experience in the large retailers sector, able to manage in outsourcing the new integrations**, without loading Pasta Zara with additional activities.



SOLUTION

Thanks to D/cct, which is tightly integrated with the ERP software, Pasta Zara **automatically exchanges invoices, delivery notes, orders, order confirmations and change requests with retail chains all over the world, considering the fiscal needs** of each subsidiary. Thus, Pasta Zara **automated the management of all outgoing flows** and has recently started projects to automate also incoming flows.



BENEFITS

Using the service for electronic data interchange, Pasta Zara **reduced manual intervention for data entry activities, thus decreasing errors**. Moreover Pasta Zara has been able to allocate resources in **activities with higher added value**. Thanks to the experience and the origins of DERWID, integrations in German-speaking countries are realized very quickly.