



# FILA INDUSTRIA CERAMICA, benefits and constraints in the flow automation



San Martino  
di Lupari,  
Padua,  
Italy



chemical  
products for the  
surface care



EDI integration of  
different offices  
in the world with  
international  
partners



D/cct, D/van

## **Fila: surface care excellence worldwide**

**Fila Industria Chimica Spa**'s field are the **professional products for ordinary and special surface care**. With more than 6000 customers in over 100 Countries and more than 200 partnerships with ceramics producers, Fila is a worldwide excellence in the field thanks to innovative, secure and eco-friendly products. Headquarters and production in **S.Martino di Lupari** (Padua) in Italy and 6 foreign branches in France, Spain, Germany, UK, USA and UAB: since 1943 Pettenon's Family manages the company, today more than ever with a managerial perspective.

# ***A multi-company, multi-customer and international EDI project***

In 2013 Fila has begun a project of analyses, rationalization and modernization for the Group's IT applications, where emerged also the need to implement an **EDI project**. The project is multi-company, multi-customer and **international: 5 branches** and **11 international customers** are involved, with coordination from the headquarters in Italy.

Fila needs to find a **specialist partner** in the industry, that masters flows and standards and guarantees a traceable and secure transmission. Considering the time duration and complexity of the project, Fila considers if choosing:

- a unique supplier or a different supplier for each country, closer to different customers;
- an international or a local partner, with whom they could speak the same language and has the same working hours.

For Fila the **flows automation** project it is at the same time an **advantage** and a **necessity**: they expect to limit manual data entry, automate processes, reduce Customer Care's waste and errors, but at the same time not to incur anymore in economic penalties from big structured customers, that require documents transmission via EDI.

# With D/cct: flexibility and respect of constraints at the same time

Convinced by the solution and references, also on international projects, Fila chooses DERWID's services. Thanks to the **electronic data interchange solution D/cct**, Fila exchanges automatically **incoming orders, outgoing order confirmations, delivery notices and invoices** with customers in Italy and in the USA.

As Fila requested, the EDI project implementation is set in a flexible way: in fact, the project is **dependent on the roll-out of the new ERP software** in the different branches (with the IT application modernization project, the Group goes from using 6 different ERPs to one modern ERP used in all branches). At the same time the **precise timing constraints** from an important US customer **are respected** (its deadline for the EDI go-live was compulsory for the beginning of April 2017).



# ***Saving time and higher efficiency for the Customer Care***

Thanks to the EDI project Fila has already obtained significant **time savings** and a **higher efficiency**, especially in the Customer Care Office, that could now work on higher value-added activities compared to orders data entry.

Previously it was necessary to manually insert in the ERP system orders data, received via email or, for one of the customers involved, via fax: now, all information are automatically registered inside the ERP, without data entry. Before invoices had to be uploaded in .pdf on various customers portals or, in a specific case, sent via traditional mail: now they just have to be issued by the ERP and they are simultaneously sent via EDI to the customers.

From the beginning of 2017 to today 5 customers (3 Italian, 2 US) were integrated. With US customers Fila reached an **advanced automation** (1500 orders on a total of 2200 orders managed in the USA market have been received via EDI; more than 900 delivery notices and 1500 invoices have been sent via EDI). In Italy the documents exchange with three important customers was automated: more than one sixth of the orders of the Italian market is now managed via EDI.

Other 3 customers (2 Spanish, 1 Portuguese) are in the testing phase at the moment, whereas within the first six months of 2018 will be integrated also 1 German and 2 French customers.



“

We chose DERWID as it is a “local” company – we speak the same language and in case of need we could personally meet – but with solid references on international projects and guarantees on expertise, reliability and security, which corresponded to our quality and efficiency needs.

DERWID proved to be very helpful in the preliminary phase, proposing a clear offer, with a good quality/price ratio.

After the first implementations, our impressions and the collected references are fully confirmed.

”

**Carlo Cortese**

*Application Manager*  
of Fila Industria Chimica Spa

[www.derwid.com](http://www.derwid.com)

[sales@derwid.com](mailto:sales@derwid.com)



**DERWID**  
GRAB YOUR CHANCE

Italy  
Austria  
Germany