

# Solution Overview

**Organization Profile**

With a turnover of €4 billion, Altadis Group is one the world’s leading manufacturers and distributors of cigars, operating in Europe, Morocco, and the United States.

**Partner(s)**  
EIDOS

**Software and Services**  
Microsoft .NET Framework  
Microsoft Dynamics NAV 4.0  
Microsoft Excel 2000  
Microsoft Office Outlook 2003  
Microsoft SQL Server 2000  
Microsoft Windows Server 2003 Enterprise Edition  
Microsoft Windows XP Professional

**Vertical Industries**  
Consumer Non-Durables  
Distribution

**Country/Region**  
Italy

## [http://www.microsoft.com/casestudies/resources/Logos/4000000867.jpg](http://www.eidos.com/)

## Solution Brief

## Altadis Group

### Global Tobacco and Logistics Firm Drives Efficiency with Improved Collaboration and Data Management

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| Business Needs Altadis Group is a global leader of the European tobacco and logistics sector. With an annual turnover of €4 billion (U.S.$5.6 billion), the group is separated into three divisions:   * Cigars—holding a position of a world leading manufacturer and distributor. * Cigarettes—fourth in sales in the European market. * Logistics—several companies based across Europe and the Mediterranean.   The company has more than 28,000 employees worldwide.  As a large and diverse company, Altadis Group delivers several business services and products from its numerous local subsidiaries. But head office found it difficult to consolidate and manage the volume of important financial data it received. This is because various local subsidiaries were operating on disparate systems, and staff at head office needed to collect data manually from the company’s existing management solution, which was developed using SAP technology. This made it difficult to efficiently trace and collect information for management control purposes including data entry, balance sheets, sales orders, and the reporting and analyzing of accounting data.  This created lengthy administrative processes and obstructed collaboration between staff on day-to-day projects. It also meant reporting and analysis processes were expensive and difficult to manage. All of this affected staff productivity and the quality and reliability of important data.  The Italian subsidiary—Altadis Italia—operated on a proprietary application that didn’t offer analytical accounting functions or data integration within the reporting tools. This affected the consolidation of data and collaboration with other European subsidiaries and with head office. Luca Giovagnola, Administrative and Finance Director, Altadis Italia, says: “The management system forced us to extract and process the data manually, with obvious losses in terms of efficiency.” Solution Altadis Group wanted to improve the company’s business processes both internally and among its local subsidiaries. It required a customizable solution that could automatically consolidate data and simplify reporting and analysis processes. By implementing a collaborative workflow, it looked to integrate all offices and simplify data entry, consolidation, and information management. The company opted for a solution that offered flexibility, fast deployment, and didn’t require a lot of employee training.  In 2002 the group asked its local subsidiaries to choose a management system that could improve these processes. In response to this request, most of the subsidiaries opted for Microsoft Dynamics™ NAV. But, despite the good results, other European offices were achieving with Microsoft Dynamics NAV, Altadis Italia decided to review other solutions.  Giovagnola says: “We evaluated systems based on AS/400, JD Edwards, Formula Group, and UNIX, but none of them offered everything we were looking for. The distinguishing features of the Microsoft environment appealed to us. As a medium-sized local operating unit within an international structure, the flexible architecture and efficient data exchange capabilities were a perfect fit.”  In 2002, Microsoft® Gold Certified Partner EIDOS worked with Altadis Italia to develop a centralized architecture that integrated with the systems at the other European subsidiaries. The solution was customized to comply with specific Italian operating regulations.  The architecture backs up the credit and debit accounting functions with cumulative invoice management and the capability to import data from Microsoft Office Excel® 2000. A new analytical accounting function was implemented as well as automated Office and messaging tools.  The new business management solution includes:   * Components of Microsoft Dynamics NAV 4.0 customized using the Microsoft .NET Framework tools to automate and integrate various business processes. * Microsoft SQL Server™ 2000 for a central database management system. * Windows Server® 2003 and Windows® XP for the operating systems. * Microsoft Office Outlook® for integrated messaging functions.  Benefits The business management system is satisfying all the business needs at Altadis Italia. Giovagnola says: “The adoption of Microsoft Dynamics NAV has built an integrated environment creating a collaborative workflow for the rest of the European subsidiaries. The new system automatically retrieves and consolidates business data.”   * Altadis Italia and other European offices have consolidated their business management systems to adhere to head office’s requirements. * Automated processes mean employees have fewer manual tasks to carry out. * Local business information is put into a central repository and is automatically updated, saving time and improving reliability. * Staff can collaborate more easily on day-to-day projects with the system’s user friendly interface. * Processing times have been significantly reduced. * Head office can conduct rapid checks on the performance of all local operating units. * The system offers complete integration with Office Outlook, which provides faster and better communication between subsidiaries. * Head office has better control over information management and can handle large volumes of incoming data with ease. * EIDOS trained staff both on the job and in the classroom, which greatly reduced costs and time-to-market.   **Software and Services**  Microsoft Dynamics NAV 4.0 Microsoft SQL Server 2000 Microsoft Windows Server 2003 Enterprise Edition Microsoft Windows XP Professional Microsoft Office Outlook 2003 Microsoft Excel 2000 This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.Document published November 2007 For more information about other Microsoft customer successes, please visit: [www.microsoft.com/resources/casestudies](http://www.microsoft.com/resources/casestudies) |  |  |