Celli – the art of perfectly balanced flow

CELLI
DISPENSING EQUIPMENT
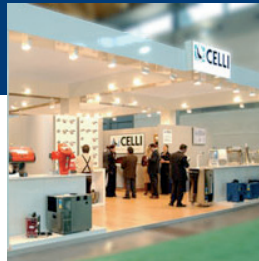
Celli, maker of premier dispensing equipment for beer, wine, and soft drinks, distributes its products to customers around the globe. Backstage, the Logistics division ensures that stocks are maintained at the right levels for demand-driven production and timely shipment.

The physical and logical flows of materials are managed in real time and optimized by means of a radio frequency system comprising portable terminals for each warehouse worker, five RF access points, and continually updated warehouse storage maps. With an inventory of around 40,000 items at 2,000 binning locations in its 6,000 square meter warehouse, Celli counts on a robust ERP solution to keep pace with changing market requirements.

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SARa – ERP system tuned to SMB requirements

SARa, the ERP system at the heart of Celli's logistics operations, has proven its worth in more than two decades of growth and change. SARa spans all disciplines that are critical to on-time manufacture and distribution: Inventory Management, Purchasing, Sales, Production, Packaging, Shipping, Accounting.

Celli's staff appreciate the short learning curve, ease-of-use, performance and reliability of SARa. Currently, 120 SARa clients are in use at the Celli factory in Rimini. Enhancement requests are regularly fed back to ISI, the software company that develops and markets SARa. Over the years, the functionality of SARa has grown considerably with each release – without requiring costly operating system or hardware upgrades.

Originally deployed on the HP 250/260 platform running HP-UX, SARa has recently been migrated to a fully redundant configuration comprising a cluster of two Linux servers using RAID 5 disk arrays.

"It only took ISI four hours to migrate our SARa installation, complete with the database and all data, to our brand-new Linux machines. Linux not only ensures cost effectiveness, speed and stability; Linux also opens up completely new opportunities – such as collaboration with suppliers on the web," explains Marco Paolinelli, Logistics Manager, Celli S.p.A.

Cost effective solution, responsive support

ISI developed SARa as an ERP solution tailored to the needs of SMBs (small and midsize businesses) in Italy. SARA is built on Eloquence, the low-overhead, cost effective and easy-to-deploy database solution.

"Eloquence is very easy to use, reliable and compatible across the HP-UX®, Microsoft® Windows® and Linux operating system platforms. In terms of hardware costs, operating system maintenance and updates, Eloquence on Linux is hard to beat. Eloquence also facilitates SARa support: We can connect to the server at the Celli site through the Internet via a secure system controlled by a Linux firewall, and we can

modify the SARa installation on the fly or send patches whenever required," notes Luigi Stronati, Software Manager, ISI.

Integrating supply and demand partners

Via an intuitive web interface, Celli suppliers and customers as well as internal users can access their specific views in SARa. For instance, customers can check the current quantity-in-stock of a given article before they place their order. Customers are able to enter their orders directly via this interface (thus eliminating errors that may result from re-keying) and can conveniently track the progress of each order. Suppliers can use this interface to make sure that their deliveries remain in synch with the Celli production plans.

Product Data Management

ISI is currently developing a Product Data Management application in collaboration with Celli. Designed to support ISO 9002 compliance, this Eloquence based Product Data Management application is set to integrate all Celli product designs with SARa. The additional functionality delivered by this application will enable internal as well as external users to view Celli product images by simply clicking on the associated item number in SARa. Provided as PDF files, these product images are generated from CAD models developed in the Celli R&D department.

Click here to download more information about the Celli PDM solution.

Job scheduling and workflow control

SKedulatore is another Eloquence based product developed by ISI in collaboration with Celli. This Eloquence and Java-based job scheduling application is used to issue work orders to internal departments as well as to suppliers, specifying required quantities as well as delivery times and checking requirements against available resources and capacities. Via its web interface, SKedulatore provides a comprehensive set of role-specific views and enables supply chain members to share vital information and coordinate their work. For instance, SKedulatore lists available stock against required quantities, tracks the production progress and accounts for the amount of time and labor required for each item on the work order. SKedulatore thus enables Celli to tightly integrate its suppliers for market-focused production without unwanted (and costly) inventory.

"Eloquence keeps providing new features that enhance our applications in pace with customers' demands. The SARa web interface is a prime example of a demand-driven enhancement implemented through Eloquence."
Luigi Stronati, Software Manager, ISI

Key benefits

Customer perspective
- Intuitive, low-overhead application suite
- Fast and low-cost migration from legacy hardware to Linux systems
- Smooth integration with Product Data Management
- Responsive support
- Tight integration of suppliers
- Transparency ensures customer satisfaction

Partner perspective
- Versatile development and runtime environment for multi-platform database applications
- Ease of migration
- Ease of support
- Business opportunities through add-on applications

For more information on Eloquence contact:

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