



Digital transformation: le sfide e le opportunità per il Food.

Software e competenze: la vera “intelligenza” dell’industria 4.0

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# Sinfo One – our numbers

We transform IT into Business value for F&B customers

+150

F&B companies

Italian Company  
with global  
network

Technology,  
Business, People.  
Together!

150 Employees



ERP, PLM &

EPM

Focus

75%

F&B

34

Years Expertise

ORACLE®  
Gold Partner

## People

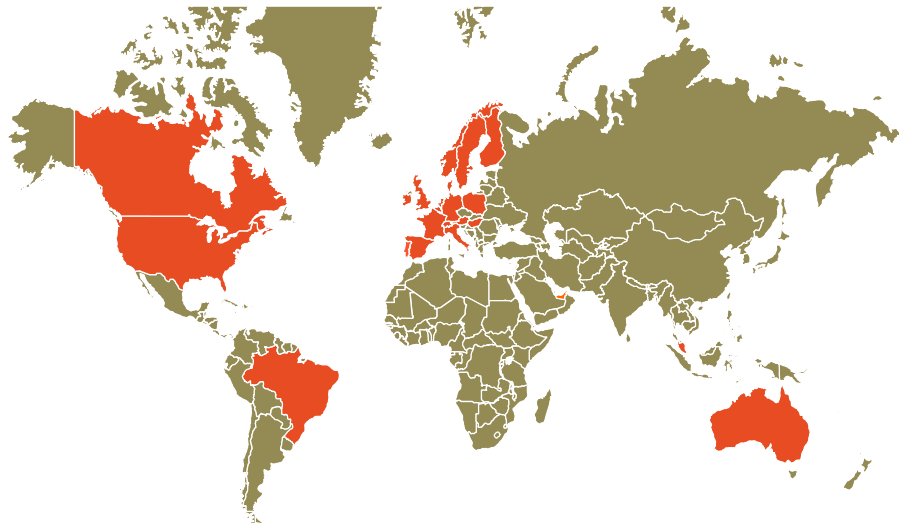
**Sinfo One select new people carefully** and focus on their professional growth to foster the integrations of new talents.

This is why we organize the

«**Sinfo College**»:

a five-week intensive training course, addressed to new employees, covering various technologies and our clients' business processes.

# Sinfo One – Application Users



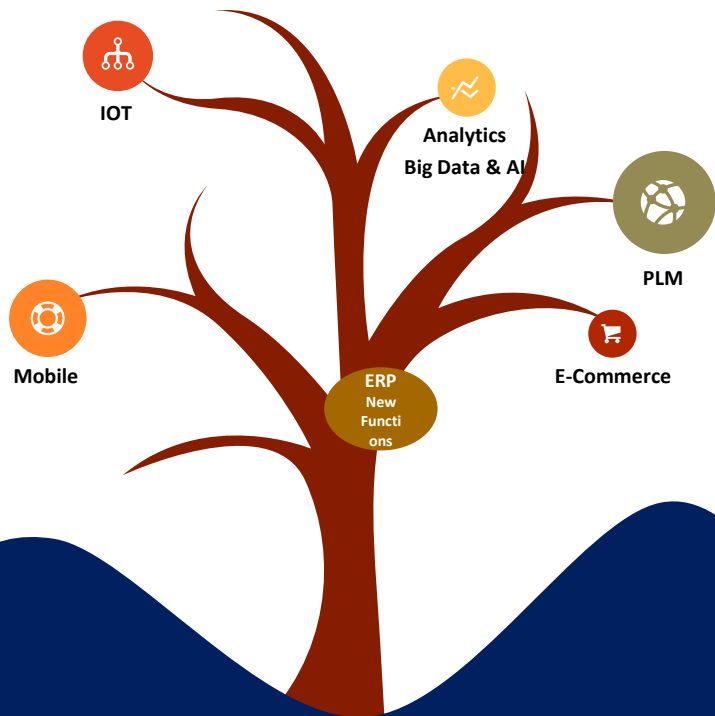
● Projects managed 100% by Sinfo One

# Sinfo One – Some Customers



## Innovation and Excellence

Sinfo One support customers in the path towards digitalization.  
We promote **Industry 4.0**



# Sinfo One: Solutions

“We know how to make **just a few things, BUT** we want to do it **EXCELLENTLY**”

BUSINESS INTELLIGENCE  
DATA WAREHOUSE  
APPLICATION MANAGEMENT  
MANAGEMENT  
SYSTEM INTEGRATION  
ENTERPRISE CONTENT MANAGEMENT  
SUPPLY CHAIN  
PERFORMANCE MANAGEMENT  
PIANIFICAZIONE STRATEGICA  
PRODUCT LIFECYCLE  
OUTSOURCING  
INNOVATION MANAGEMENT



# Sinfo One: Our Team



We believe Sport can be a value for all the young people.  
We are one of the main sponsor of the team «Pomì Casalmaggiore».  
In 2016 we won the Champions League



# Sinfo One: Our Team





- ❑ Sinfo One
- ❑ Challenges
- ❑ Opportunities

V

VOLATILITY

U

UNCERTAINTY

C

COMPLEXITY

A

AMBIGUITY

## Numero di abitanti del mondo :: Popolazione mondiale

Grafico di quanti sono gli abitanti del mondo. Contatore di attuale e approssimativa quantità della popolazione mondiale. Numero di abitanti della terra.

La quantità approssimativa dell'attuale popolazione mondiale:

7.644.312.200

Grafico e stimata degli abitanti del mondo:





An aerial photograph of a massive, dense crowd of people, likely at a festival or large public gathering. The crowd is composed of individuals of various ages and ethnicities, filling the entire frame. A semi-transparent dark horizontal band is overlaid across the center of the image, containing the text "50% More Food by 2050" in white, bold, sans-serif font.

**50% More Food by 2050**



# THE ANTI-ISIS COALITION



CRYPTO  
CURRENCY  
DIGITAL COIN  
MONEY  
BIT  
TRADING  
EXCHANGE  
BUSINESS  
PROFIT  
MARKET  
COIN  
UNIT & MONEY  
NET COIN  
CASH COIN  
WWW TRADE  
TRANSACTIONS  
LITE COINS  
TRADE  
BUSINESS  
PROFIT  
MINING  
SECURITY  
BUY SERVICES  
ONLINE MARKET  
ELECTRONIC CURRENCIES  
ORGANIZATION  
EXPERTISE  
REER  
COIN  
MONEY  
TRANSACTION  
BANKING  
BIT



## Millennials : the "Gender Liberation" ...

# facebook

### US list of the 50 Facebook gender options (2014)

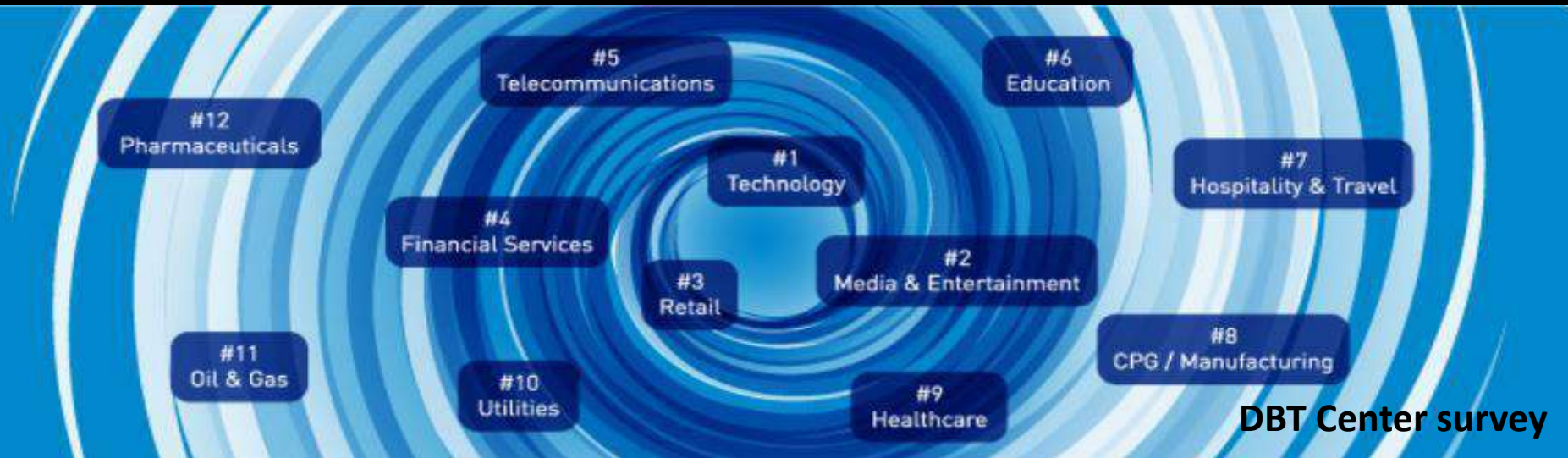
Agender  
Androgyne  
Androgynes  
Androgynous  
Bigender  
Cis  
Cis Female  
Cis Male  
Cis Man  
Cis Woman  
Cisgender  
Cisgender Female  
Cisgender Male

Cisgender Woman  
Female to Male  
FTM  
Gender Fluid  
Gender Nonconforming  
Gender Questioning  
Gender Variant  
Genderqueer  
Intersex  
Male to Female  
MTF  
Neither  
Neutrois  
Non-binary  
Other  
Pangender  
Trans  
Trans Female

Trans Man  
Trans Person  
Trans\*Female  
Trans\*Male  
Trans\*Man  
Trans\*Person  
Trans\*Woman  
Transexual  
Transexual Female  
Transexual Male  
Transexual Man  
Transexual Person  
Transexual Woman  
Transgender Female  
Transgender Person  
Transmasculine  
Two-spirit



# DIGITAL TRANSFORMATION DIGITAL DISRUPTION



DBT Center survey

Be Agile

Manage the Risk

Divide & Conquer

Learn, Fail & fast fix

V

VOLATILITY

U

UNCERTAINTY

C

COMPLEXITY

A

AMBIGUITY

source: Nielsen Global New Product Innovation Report 2015

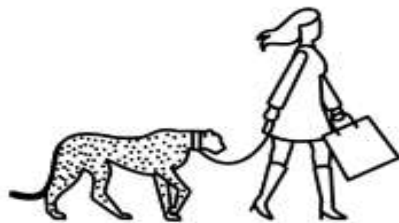
only **24%**  
of newly launched products  
**are successful**

# Challenges

source: New Product Traction Through Targeted Shopper Interaction, Catalina 2015

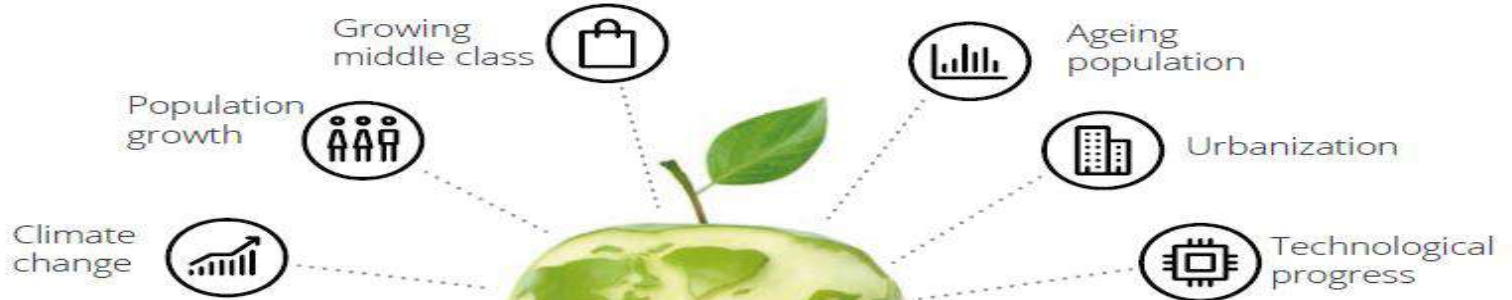


**0,7%**  
shoppers



# Challenges

## Global trends



## Market forces



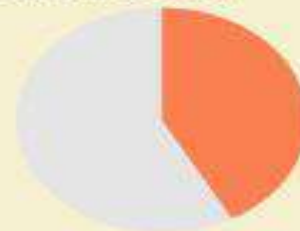




# Challenges



Fewer than **1** in **3** consumers say they have access to all of the information they need about food



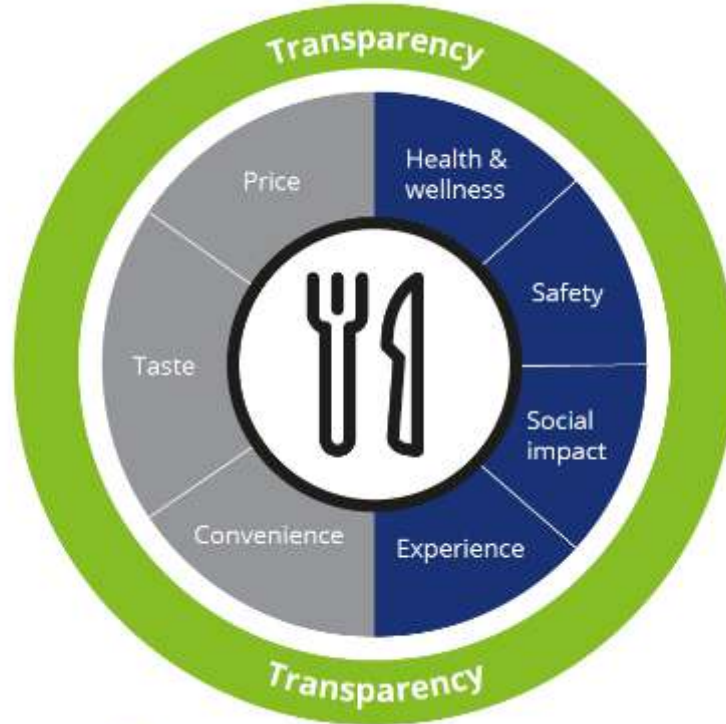
"I trust today's food system"  
- Only 25% strongly agree

"I am confident in the safety of the food I eat"  
- Only 33% strongly agree

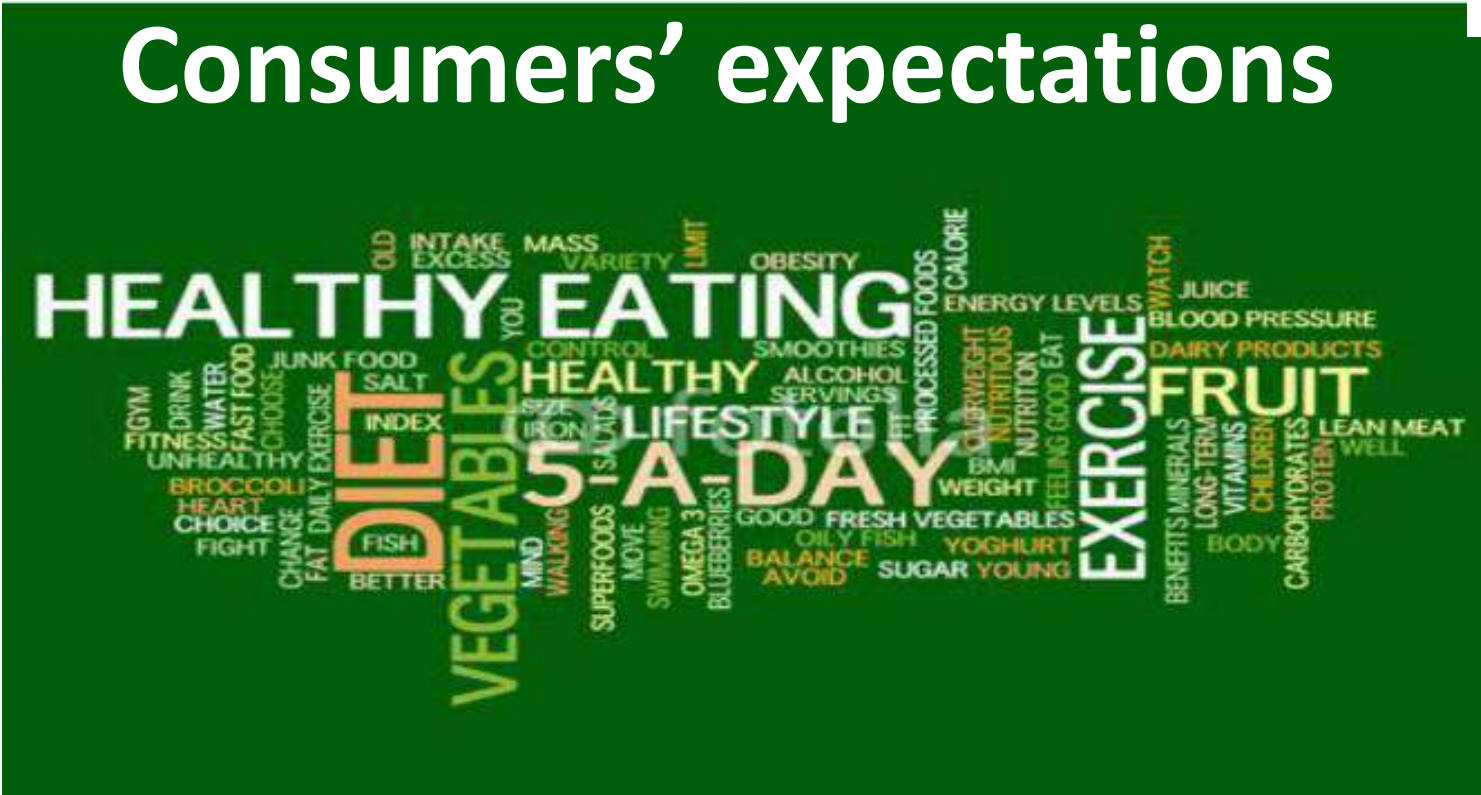
Less than half (42%) believe the food system is headed in the right direction



# Challenges



■ Traditional value drivers ■ Evolving value drivers





# Challenges

## Retailers are going online



## And online players are expanding to retail





Develop

Plan

Source

Make

Deliver

Sell

Consume /  
Return

Supply Chain complexity

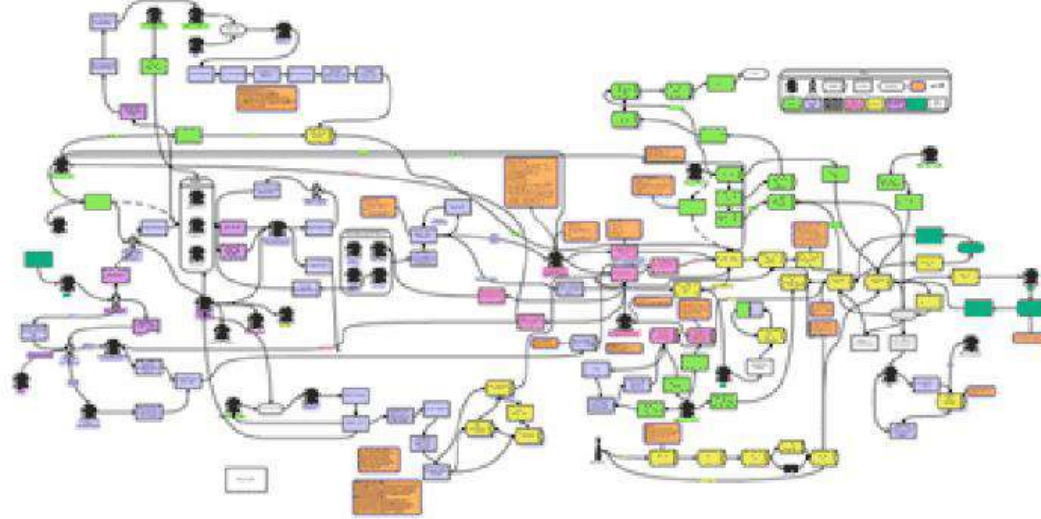
Sourcing – Increasing complexity:

Deliver – expanding logistics options

# Challenges



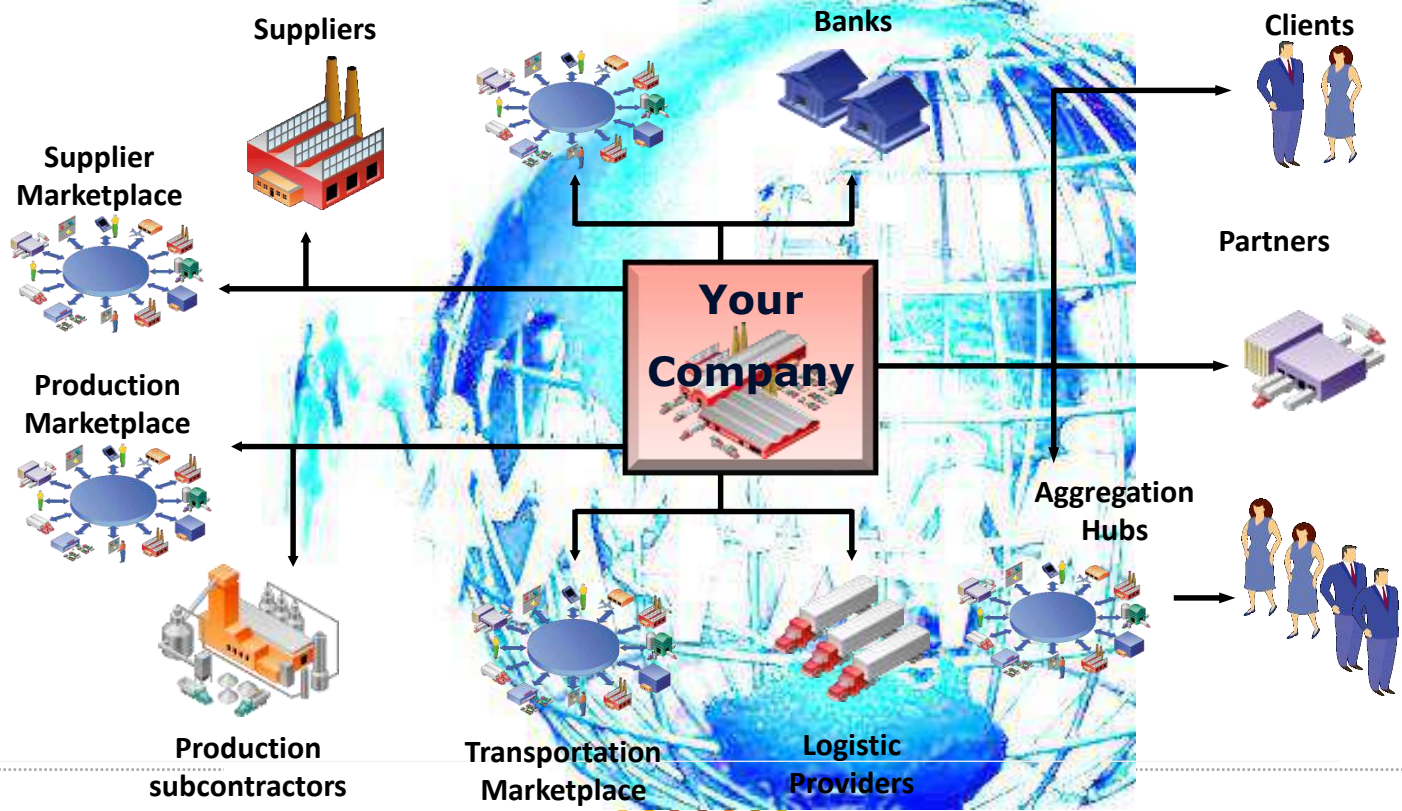
## Death by processes







# Challenges

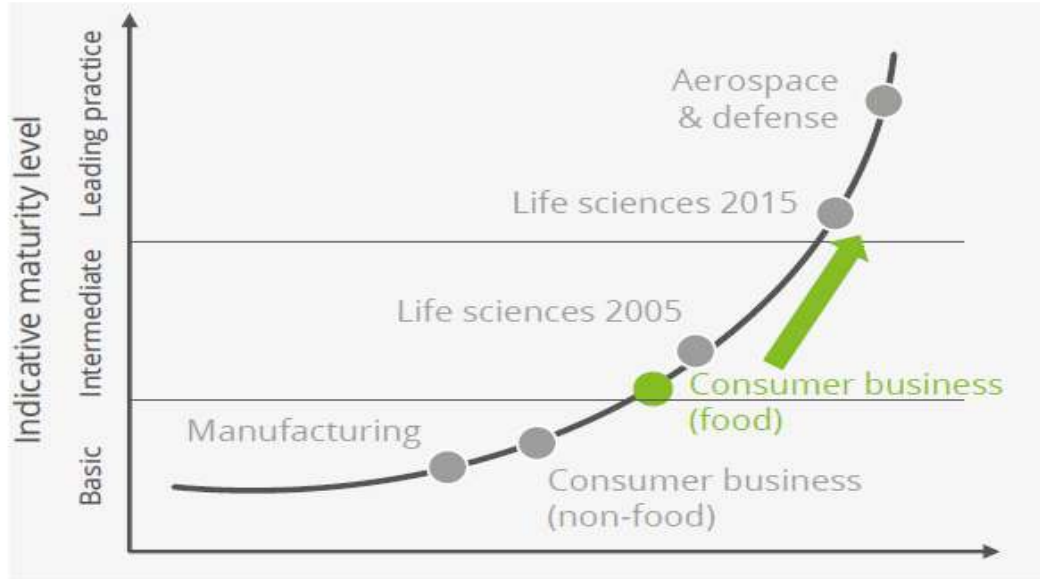


# Challenges



## Maturity of requirements for a secure supply chain and likely future drivers

*Maturity and requirements for a secure supply chain*



*Key areas observed in other industries*

- Mass serialization / Track & Trace
- Regulated exchange of safety information
- Product authenticity / anti-counterfeiting
- Recall operations
- Product authentication
- ...
- Supplier audit

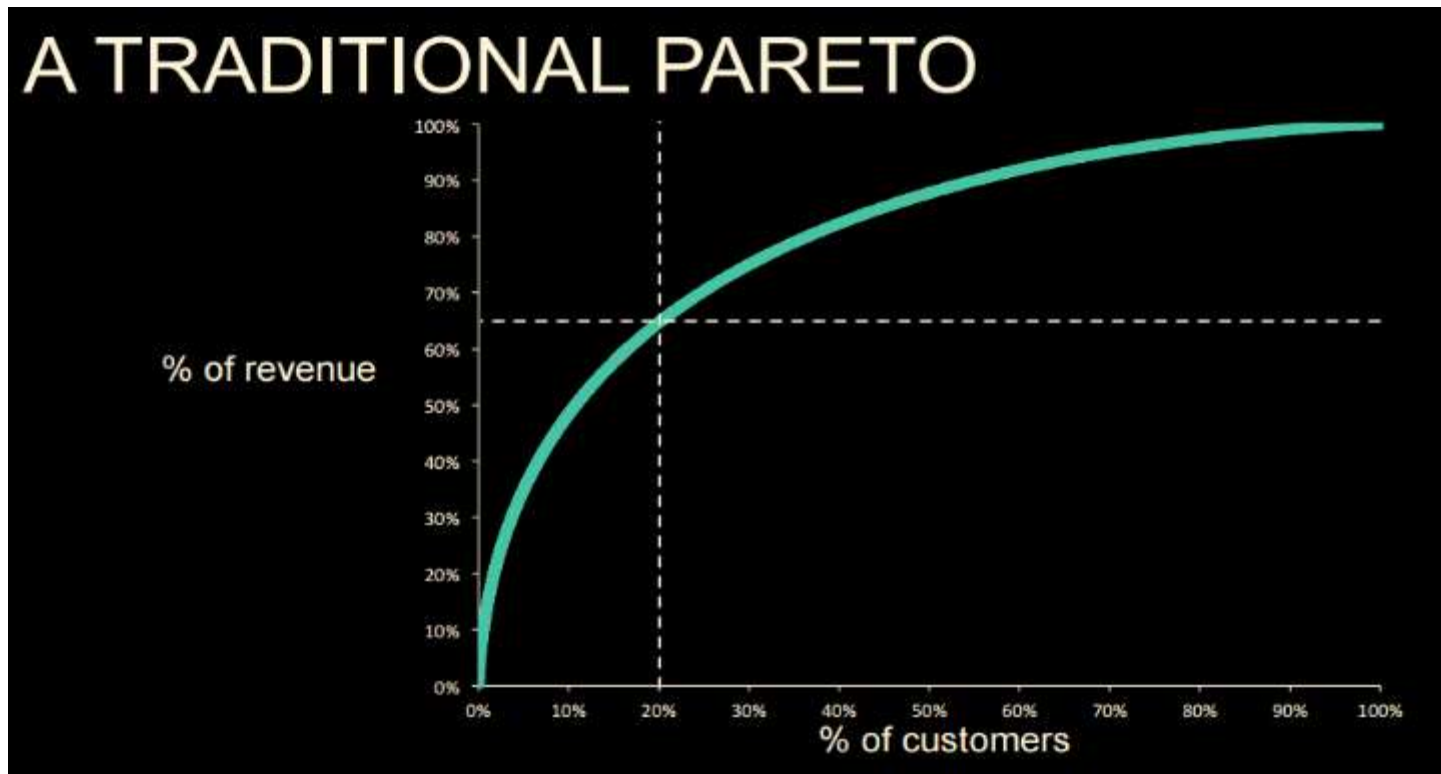


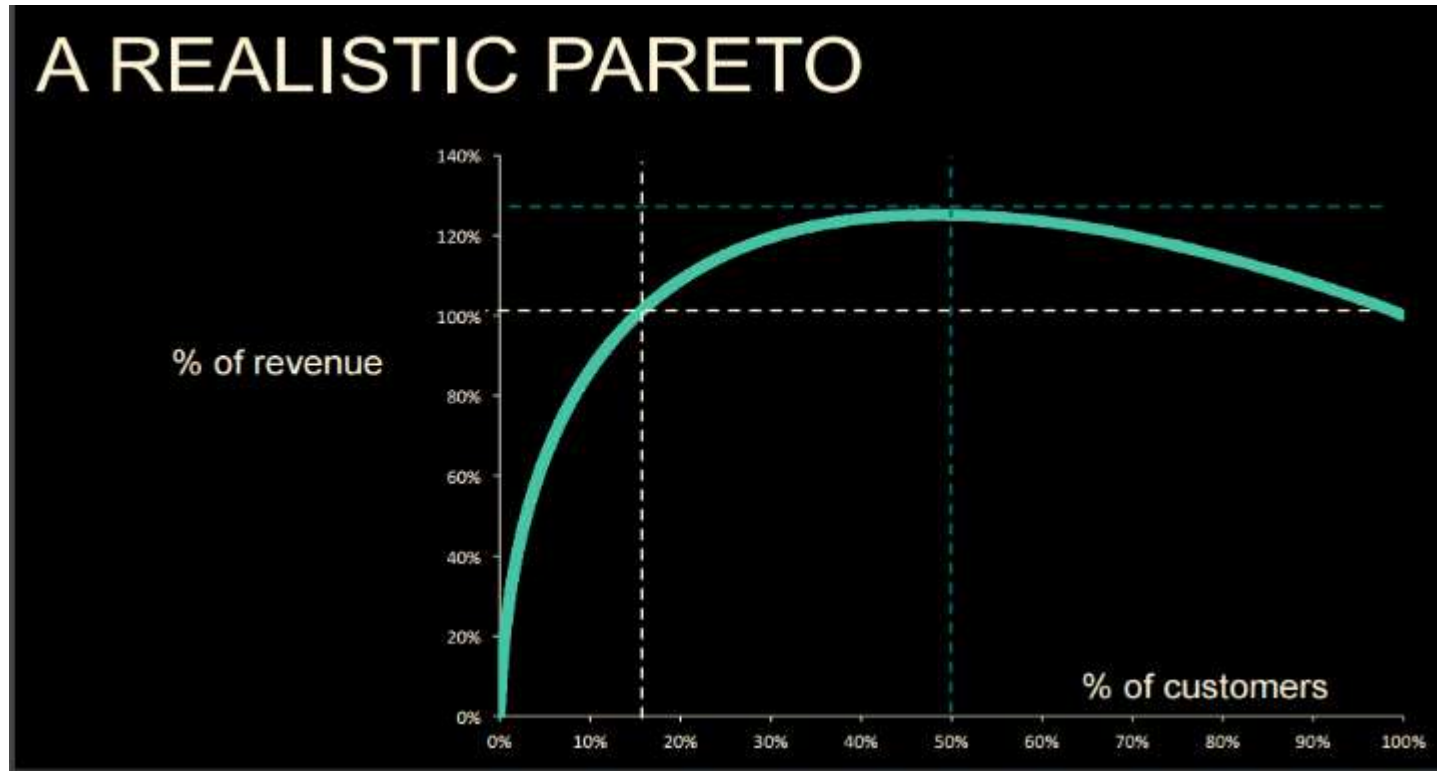


© Mike Baldwin / Corbis

Baldwin

“Your call is important to us.  
Please stay on the line until your call  
is no longer important to you.”





# 84%

of fast-moving consumer goods (FMCG) professionals say they feel **more pressure to bring products to market faster** today than they did 5 or 10 years ago.

# 85%

of new consumer packaged goods (CPG) are **no longer available** two years after their initial launch

Are **You** Prepared For  
**Disruption?**





- ❑ Sinfo One
- ❑ Challenges
- ❑ Opportunities





## LA NUOVA COMPAGINE AZIONARIA DI SINFO ONE

La gestione resterà comunque incentrata nella figura dell'attuale **amministratrice delegata Paola Pomi**, mentre il ruolo dei due nuovi azionisti sarà quello di supporto all'internazionalizzazione e alla crescita del **giro d'affari** sfruttando il proprio network, le competenze e le risorse finanziarie utili. Anche la **crescita per acquisizioni** sarà oggetto di valutazione (qualche dossier è già sul tavolo), se ci saranno i presupposti, hanno fatto sapere i protagonisti dell'operazione sentiti da Food. *"Sinfo One – ha detto Paola Pomi, ad della società – si è rafforzata con l'ingresso dei nostri partner, specialisti dei settori di nostra pertinenza, ed è ancora più motivata per affrontare nuove sfide nazionali ed internazionali in un mercato sempre più competitivo. La nuova compagine è certamente eterogenea ma animata dalla volontà comune di far sviluppare l'azienda. Per il gruppo tedesco Tönnies, con cui collaboriamo già da tre anni, Sinfo One rappresenta l'opportunità di accedere ad esperienze in campo tecnologico differenti dai percorsi che ha già battuto. Consci che la 'contaminazione' di differenti realtà rappresenta la forza per poter progredire nel loro percorso di modernizzazione e digitalizzazione già intrapreso. Il Fondo Fai, che guarda con favore le nostre architetture proprietarie, può aprire il mercato al network delle sue società e trarre da ciò un vantaggio incrociato. Per noi, ovviamente, e per le aziende che useranno i nostri software migliorando la loro operatività".*

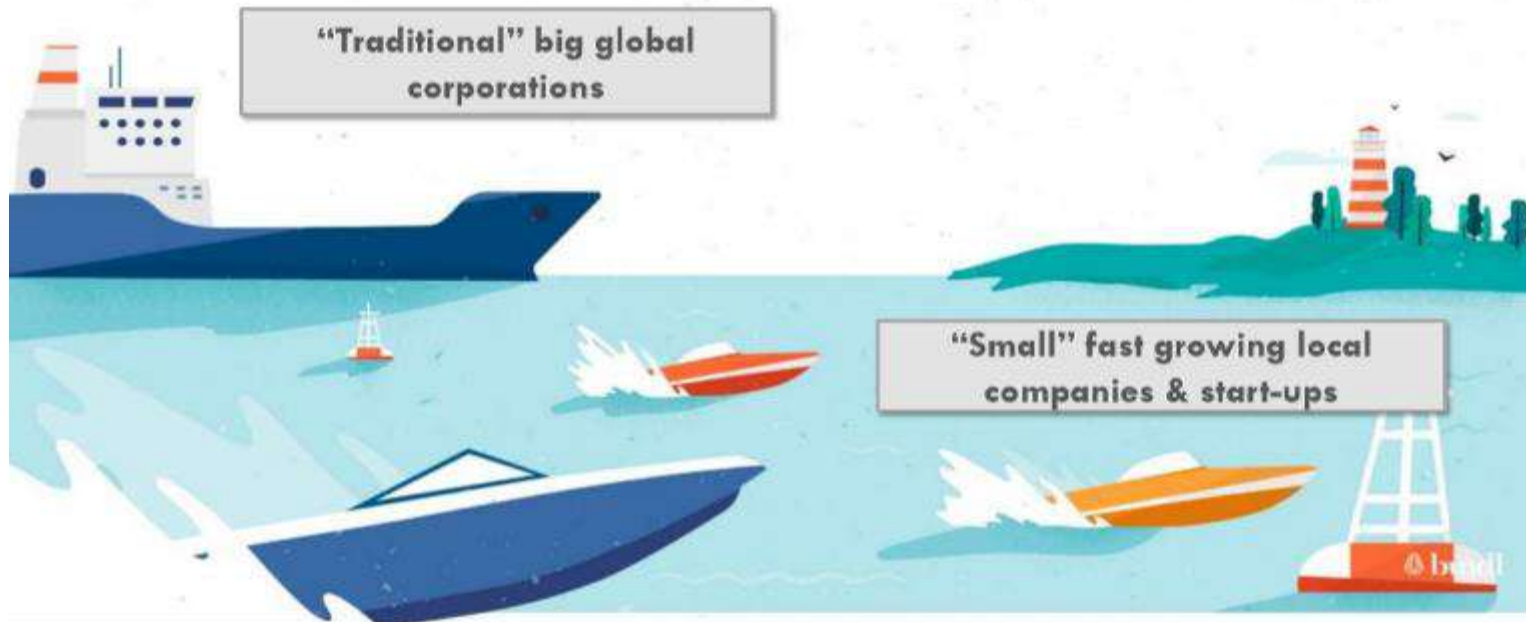
Tönnies e FAI I azionisti di minoranza

# TÖNNIES



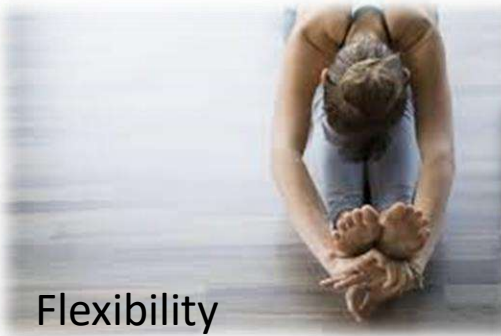


# Smaller local players & start-ups are winning battles...



# Opportunities

IT Solutions?  
People - Organization?  
Processes?



Flexibility



Attention to results



Attention  
To consumers



# Manager



$$C = P + I$$

C: COMPETITIVENESS P: PRODUCTIVITY

# Leader



$$C = P * I$$

I: INNOVATION

## Manage & Control easily, being able to modify if necessary

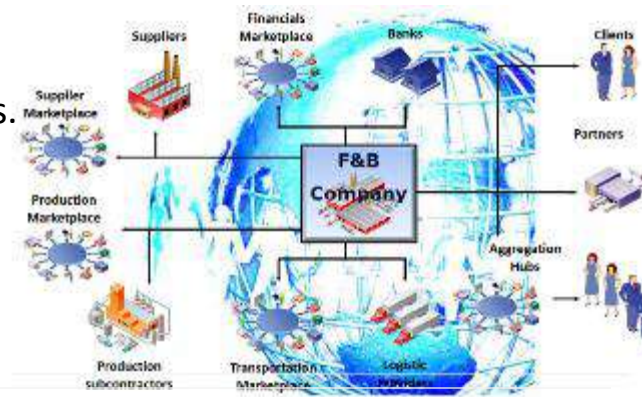
Since companies need to

- Have interconnections within the supply chain;
- Have real-time information in order to be competitive;
- Increase the effectiveness and efficiency of business (Cost and quality control);
- Compete with global market;
- Provide high level of service to customers.
- To manage complexity

We should adapt & Integrate



**Govern the change**



# Opportunities

# Solutions

**We cannot control if we are not able to plan**

**Cost Analyzer, Budgeting & Planning**

Profitability for business dimensions Event-based planning process Scenario Modeling



The screenshot displays a financial software interface with several components:

- Top Panel:** 'Cost Analyzer Inquiry by Account' with a search bar and filters. A red circle highlights the 'Cost Object 1' field, which is set to '130'.
- Left Panel:** 'Departmental Financial Performance' with a table of financial data.
 

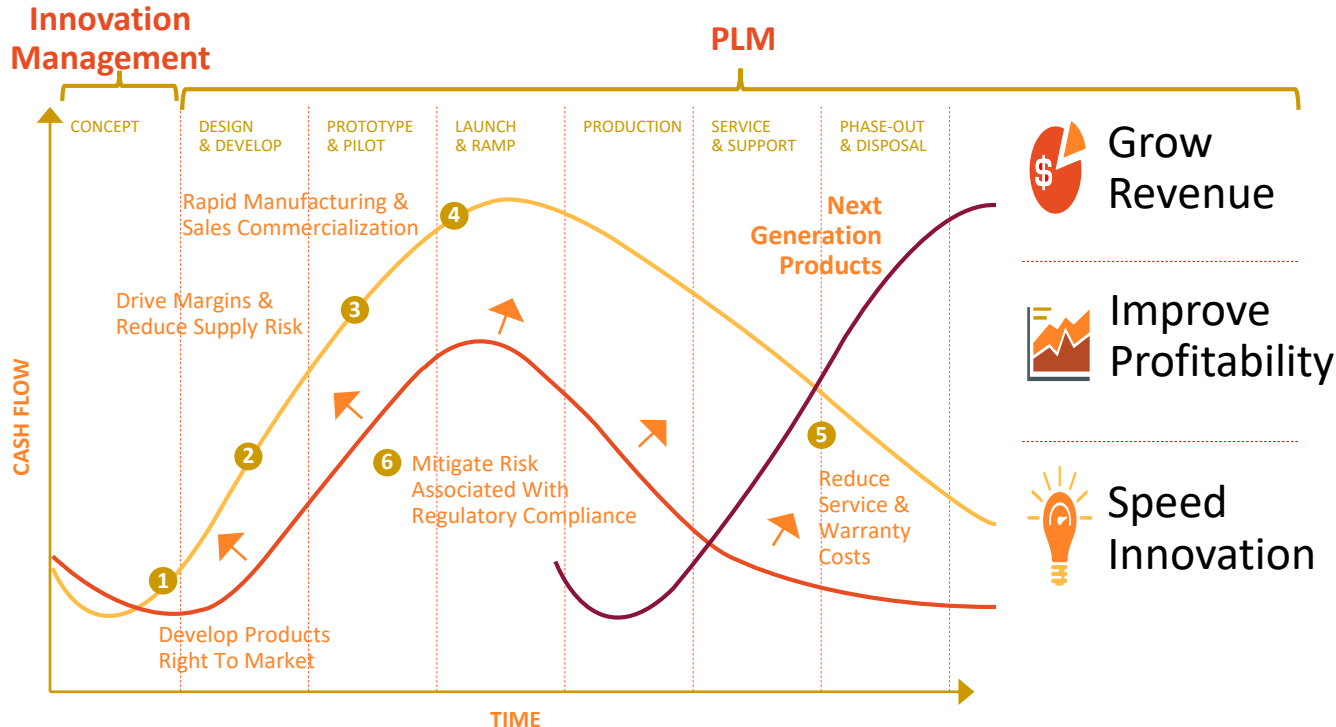
	2010 Plan	Actual	Variance
Net Revenue	2,000,000	2,000,000	0.0%
Total Expense	1,400,000	1,300,000	7.1%
YTD Income from Operations	600,000	700,000	16.7%
Other Items	100,000	100,000	0.0%
<b>Total</b>	<b>3,100,000</b>	<b>3,100,000</b>	<b>0.0%</b>
- Middle Panels:** Four charts showing trends for 'Cash Flow Trend', 'Net Income & Cashflow Trend', and 'Head Count Trend' across different periods.
- Right Panel:** A table listing 'Account Number', 'Description', and 'Cost Account Balance'.



# Opportunities

# Solutions

**Innovation is not just creativity but science & collaboration (it is not an opinion...)**





# Opportunities

- Unified database ("single version of truth")
- Functional departments involved in the collaborative launch process
- Workflows for approval developed for all phases of change control
- Real-time visibility into the product development process

# Solutions

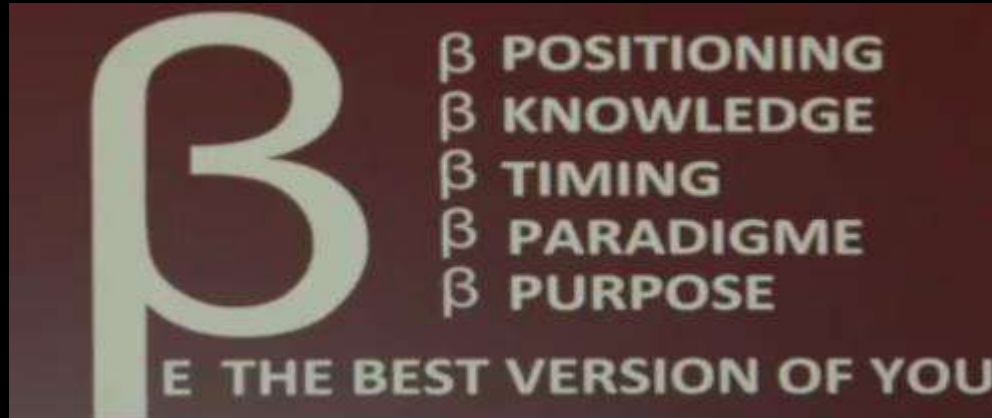


β

e Innovative & Comunicate

It's not easy to  
communicate innovation.





Recognise your home  
STAY Beta





It's time to say ...

Thank you