

# San Giorgio Spa invests in ERP to support rapid growth

*The Salerno-based croissant manufacturer specialising in food services has opted for Sinfo One's ERP, Si Fides, to increase the efficiency of its internal processes*

Interview with Marco Ciron, General Sales Manager of San Giorgio Spa

by Elisabetta de Luca

## SAN GIORGIO

### Headquarters

Castel San Giorgio (Sa)

### Business

Manufacture of frozen foods

### Staff

150

### Turnover

Euro 30 million

### Ownership

Joint stock company

Mix together a healthy dose of passion, the ability to turn out excellent produce in large quantities and headquarters in an area that offers quality at low costs. Stir and serve. This is the recipe that San Giorgio Spa, a company that produces frozen foods, has used to go from being a small artisan business to an industry with an annual turnover of 30 million and 150 employees.

Castel San Giorgio, in the province of Salerno, is home to a manufacturing site with a surface area of 70 thousand square metres. It has three complexes, one of which is due to be inaugurated shortly, and occupies 24 thousand square metres set out over three storeys. Each day it mainly produces breakfast confectionery, which constitute the company's core business. It also makes specialities from the Campania region and savoury, rustic and fried snacks, as Marco Ciron, Head

of Sales at San Giorgio Spa explains: "70% of our turnover comes from producing confectionery, and 30% from savoury goods. We have a network of 200 distributors that sell our frozen products throughout Italy as well as on foreign markets, where we are particularly known for our local specialities."

In Italy, competition in frozen confectionery and the Food sector in general is very fierce, but San Giorgio Spa knows how to assert itself: "Our business is in the top five of its market and, for the second year running, the Italian stock exchange singled us out, from over 7,500 Italian SMEs, for an award for our excellent performance and goals reached."

### Investment in technology transforms the company

The story of San Giorgio Spa began 35 years ago thanks to a pastry chef, Sa-

## MARCO CIRON



He completed classical high school in 1980 and graduated in Computer Sciences in 1985. Following a short spell at Olivetti and NCR (an American IT multinational), in 1992 he joined GranMilano – part of the Barilla Group- where he remained until 2008 in his capacity as Sales Manager of both products for special occasions and frozen products, in Italy and abroad.

Following its acquisition in 2008 by Sarmontana, he became Sales Manager of the ho.re.ca channel; in 2012 he joined Rolli, a Parma company operating in frozen pizza and vegetables, working as the Food Service Sales Manager. Since 2015 he has held the post of General Sales Manager of San Giorgio Spa.

bato Bruno, who passed his passion on to his sons Antonino and Ivan. Together they helped the production premises to grow, and already in 2004 it was a medium-sized company selling its products throughout the Centre and South of Italy. Then, in 2010 San Giorgio Spa started to experience increasing success: "With the increase in production, the plant grew as well," Ciron explains.

Today it is a confectionery business specialising in the Food service market, with cutting edge production and preserving equipment: "In the new plant we are about to inaugurate, we have added three production lines with German technology. We ended up looking abroad because the refrigeration industry in Germany offers technologies which are streets ahead of Italian ones."

The investment made to increase the company's growth was a sizeable one: "The entrepreneur decided to invest 25 million Euro for state-of-the-art plants."

German machinery then, but with an Italian, indeed southern Italian, heart: "99% of our products are made entirely on site, using specialities from the local area. Having the plant in the Salerno area not only offers us the opportunity to have quality ingredients at low costs, but also to take advantage of the Government's tax incentives and European Community funds designed for developing business in the south."

2015 was the year in which the company grew most from the cultural standpoint, shifting from a family-run approach to a more managerial set up: "San Giorgio is a company that has never experienced a downturn, and without a doubt this is down to the solid values on which it is based. Yet the decision to exploit the experience of those like myself who come from very large-scale industrial backgrounds, and have brought a more managerial approach, has also proven to be an important strategy. Accordingly key figures have been hired in Marketing and IT and are helping to ensure the company's success."

### **The choice of ERP**

The growth the General Sales Manager refers to is of the constant kind, but also very fast. Hence the need to have a computer system that can support this expansion: "In 2016, we realised our ERP



*San Giorgio Spa is located in Castel San Giorgio (Sa)*

was no longer able to keep up with the company's pace. We needed a system that could also intervene in the processes".

After thorough analysis of the market players, the choice fell to Sinfo One, in particular the Si Fides solution, as Ciron explains: "What prompted us to choose the Parma system integrator was above all the professionalism of the team who worked alongside us in the initial trial period, and which continues to support us. We were particularly struck by their attention towards people, the pivotal element of the company's change management process. We also felt that Sinfo One was the ideal partner because it specialises in solutions for the Food industry, and boasts very interesting case histories, success stories we were able to check out for ourselves".

The implementation of the Si Fides ERP has only recently got underway, as Ciron goes on: "Sinfo One will be supporting us in the following six months until January 2018 for a period of support and training. In fact we have asked for all the staff in our company to be aligned." The Salerno-based company has high hopes of Si Fides: "We expect to improve efficiency in the processes, and to work with greater ease in an increasingly integrated environment, given that the manufacturing site has grown along with an increase in the technologies we use in the company. So we need to have greater control over the whole supply chain".