



SAP Business Transformation Study | Consumer Products | [The Hershey Company](#) | PUBLIC

How Does a Snack Food Giant Serve Its Customers and Foster Brand Loyalty While Driving Growth?



“Faster, more transparent, and unified finance operations help us **serve our customers better** by keeping up with the pace of changing tastes and purchasing behaviors.”

John Zimmerman, Director, Financial Data Systems, The Hershey Company





Increasing Finance Efficiency and Transparency with SAP® Solutions

The Hershey Company

Hershey, Pennsylvania

www.thehersheycompany.com

Industry

Consumer products

Products and Services

Snack foods and candy

Employees

21,000

Revenue

US\$7.4 billion

SAP® Solutions

SAP S/4HANA® solution for central finance foundation and SAP® MaxAttention™ services

Leading candy and snack company Hershey unified and streamlined finance processes and data across its global enterprise with SAP S/4HANA for central finance foundation and SAP MaxAttention. By establishing a single source of truth for finance data across the organization, Hershey improved process efficiency and reduced costs while fostering product innovation and market expansion and better enabling mergers and acquisitions.

Before: Challenges and Opportunities

- Nonstandard, disconnected enterprise finance processes
- Manual, spreadsheet-driven activities and error-prone transaction reporting
- Outdated finance IT

Why SAP

- Standardized enterprise reporting and master data management structure
- Unique central finance approach that replicates and centralizes data in the moment
- Real-time comparative analytics and monitoring
- Advanced automation, machine learning, and predictive insights
- Intuitive, user-friendly experience that drives adoption, efficiency, and productivity
- Engagement with SAP MaxAttention that brings expertise, problem-solving ability, and familiarity with the company's IT environment

After: Value-Driven Results

- Integrated and streamlined financial processes and increased visibility and transparency
- Enhanced reconciliation and profitability analysis
- Established a unified view of data and processes for a single version of the truth
- Gained real-time insights into customer and vendor activity and cost centers
- Enabled innovation and growth and support for mergers and acquisitions

“SAP software helps us evaluate, manage, and make better decisions in many areas, from brand and customer performance to advertising spend.”

John Zimmerman, Director, Financial Data Systems, The Hershey Company



Simplified

Decision-making and improved results

Increased

Process transparency, efficiency, and control

Accelerated

Financial closing cycles



Find out how Hershey is improving its customer experience.

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