

China's Giant Food Group picks Infor CloudSuite F&B for digital transformation

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HSH's business spans the breeding and processing of duck meat, deep processing of meat products, joint sales and R&D. Today, HSH boasts of 4,500 locations throughout China, and continues to grow its footprint in the domestic market.

With rapid expansion, HSH has been faced with the need to quickly respond to market demands and changes, optimise personnel organisation and business processes, strengthen supply chain coordination and enhance cost control to reduce operating costs, while boosting corporate efficiency. In light of this, HSH went in search of a comprehensive digital transformation solution, and chose Infor CloudSuite F&B to help streamline its operations and support rapid footprint expansion.

Infor will help HSH to establish a unified, integrated platform across the group's financial operations, supply chain, production logistics and other systems; create a standardised management system and processes to optimise organisation and boost productivity; and

Overhaul its supply chain to reformulate the planning system connecting production, supply and marketing, thus supporting business transformation.

HSH chose Infor as its strategic partner because Infor CloudSuite F&B offered deep industry functionality and is suited to scale with the complexities of its ever-changing business.

"The Chinese food and beverage market is unique in its immense dynamism and capacity for rapid change," said Chu Jun, Chairman of Jiangxi Huangshanghuang Group Food Co., Ltd. "Flexible, refined tools and capabilities are invaluable in being able to respond to market shifts. Infor CloudSuite Food & Beverage ERP capabilities are comprehensive, robust and agile to meet our business demands and continued innovation, and is expected to help unlock HSH's potential for continued expansion. We are confident that with Infor by our side, we will be able to sustain this growth well into the future."

Infor CloudSuite Food & Beverage will not only arm HSH the power to continue its aggressive expansion plans under their strategic goal of opening "a thousand stores in a thousand cities", but also give them the capacity to sustain this growth as they continue to expand their business.

"We are excited to kick off our cooperation with Huangshanghuang," said Becky Xie, Vice President of Sales for Greater China and Korea. "Huangshanghuang and Infor share the same culture and spirit for innovation. Digitalization continues to be a powerful force under the swift pace of the Chinese market. Huangshanghuang's selection of Infor as its strategic partner in overhauling its operations underscores the power and flexibility of our industry-specific capabilities finely tuned in the cloud. We are confident that moving forward, Huangshanghuang will continue to see immense success in its digital transformation spearheaded by Infor and Infor CloudSuite Food & Beverage."