

Digital transformation as an ally in the era of uncertainty

Restart projects to face the challenges of the new normal

by Giorgia Pacino

EXCERPT | Certified Origins

Interview with:

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OVERALL VISION, DYNAMISM AND TRACEABILITY

Looking to the future to implement new ideas and projects is what every company desires. If innovation goes hand in hand with care for traditional places, products and values, then the way forward is already mapped out. This is the path chosen by Certified Origins, a company born in 2009 from the merger of OL.MA., Montalbano Agricola Alimentare and Candor-Ags with the objective of bringing premium extra virgin olive oil all over the world. "Having the technological side support the projects of traceability, sustainability and return to origins, which are our hallmark, enables us to satisfy our clients' needs and contribute to the health and happiness of consumers with authentic and traceable products", explains **Daniele Barbini, General Manager of Certified Origins.**

Our company's mission is encapsulated in its name: contributing to the health and happiness of consumers through good food, to raise the awareness of foreign clients about the authenticity of products. The aim is to make the Grosseto company, which already has a well-established presence in Canada, the United States, Asia and Latin America, a global point of reference. In addition to conquering the main international markets, over the years Certified Origins has opened branches in China, Mexico, Spain and New York. The Italian headquarters produce the oil and the branches sell it all over the world. "Having increased the number of branches and expanded our business, as a group we needed to work with a technology partner that could ensure we had the specific know how about multi-company and multi-country systems", says **Andrea Biagianti, IT Manager of Certified Origins.** Our choice fell on Sinfo One and the Oracle JD Edwards solution implemented by the Parma-based software house. "We chose what could provide us with a solid base and best suit our needs".

It is an ambitious project: in just five months – from February to 1 July 2021, the date of the first release – the transition to the new solution in the Logistics area in Italy, Spain, China, Mexico and the United States and in the Finance area in Italy, Spain and the United States has begun. By the end of the year, the financial module will also be completed with its extension to the last two countries. "The benefit we are already seeing is unification of information", points out Barbini. "Up to now all the branches had been working with independent software, but you need to gain an overall view in order to assess the company's economic, logistics and planning performance. The dynamism of data and the availability of a single system for all the branches allows us to have all the information in real time and to reduce the errors that come from working on different files".

Data management unification, visibility and dynamism have convinced the company to continue to invest in digital



The knowledge we have about processes and technology is no longer linked to a single country, but instead allows us to set up profitable collaborations and find concrete solutions to shared needs

transformation. Certified Origins is one of the first companies in the sector to have invested in the Blockchain platform to monitor and track their Bellucci premium extra virgin olive oil from the Italian bottling facility to the port of arrival. "In support of logistics we have tried to unify intercompany standards and we have already seen operational benefits through the insertion of the orders from different branches and the updated monitoring of warehouse management. As for the financial area, the system allows to query data flexibly and rapidly", explains the IT Manager. The next step is to improve internal processes by adding a Business Intelligence module, which is scheduled to start in 2022.

Certified Origins has always understood the value of digitization. The ability to bring work to any location and even work fully remote depends on the availability of digital systems, from file sharing to remote monitoring, from Big data to the cloud. From the start, the new solution was designed in the cloud, with the corporate Data centre, today a mere archive of old programs, being decommissioned. "We are focussing on these initiatives for the future as well", asserts Biagianti. "Our company has always made proactive IT choices: we have made traceability our main know how and, as happened with the advent of Blockchain, we intend to find new ideas in order to carry out new projects".



Certified Origins

Born in 2009 from the merger of OL.MA., Montalbano Agricola Alimentare and Candor-Ags, the mission di Certified Origins is encapsulated in its name: contributing to the health and happiness of consumers through good food that is authentic and certified, bringing premium extra virgin olive oil all over the world.

Over the years, the Grosseto-based company has opened branches in China, Mexico, Spain and New York.

Located in 
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