



Digital transformation as an ally in the era of uncertainty

Restart projects to face the challenges of the new normal

by Giorgia Pacino

EXCERPT

Interview with:

Roberto De Gori
IT Manager EMEA
of Ampacet

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REACTING TO AN EVER-CHANGING DEMAND

Technology can be a connecting element between teams deployed worldwide, even in distant countries. The knowledge we have today about processes and technologies is no longer linked to a single country, but allows us to create profitable partnerships and find concrete solutions to shared needs. "We speak a common language, which is not only English, but the typical language of technology", says **Roberto De Gori, IT Manager EMEA at Ampacet**, a global manufacturer of masterbatch, an additive used for coloring plastics. In early 2021, the company started a project with Sinfo One to streamline production processes at its Italian plant in Brembate, in the province of Bergamo, with the aim of achieving a higher level of efficiency, flexibility and speed in decision-making. The company now plans to rely on Italian consultants to review the entire company's systems.

In addition to its headquarter in New York, Ampacet has offices in Luxembourg, Argentina and Thailand. "We are an international company, so we needed an international partner", explains De Gori. Sinfo One is part of Redfaire International, a joint venture that brings together the world's leading Oracle consulting partners to manage international projects related to Oracle JD Edwards. "We started working together in early 2021 and soon we were able to operate very efficiently, despite working remotely. I think the key to success here is the fact that we found reliable, competent people and the collaborative attitude on both sides".

The entire project revolves around the ERP, the actual Ampacet's core solution. Whereas in the past the company opted for complex solutions that were then customised upon company's specific needs, the aim now is to choose a lean solution and to determine the best practices it can provide. "When you choose an ERP, you're not just implementing a new technology, you're also setting up a series of new processes". According to De Gori, the best of breed coincides with the best solution for the company's specific goals. "Right now, we are focused on Manufacturing and Supply chain.



The article continues

The former is the heart of our operations: the market today requires new products and the key to success lies in adapting production lines to new needs." Ampacet is investing particularly in Robotic process automation (Rpa) to automate different tasks and take advantage of the exchange of information with customers and vendors. "Our value chain is increasingly integrated with that of different players in the market. Therefore, we need to move faster to react to a demand that is growing faster than targeted before the pandemic, by implementing a variety of innovative solutions within the ERP", explains the IT manager.

According to the international company, Information Technology is the best ally to enable and support business transformation. The pandemic has exposed new needs in the masterbatch world and opened up new markets, such as the medical market. Digitalisation is therefore helping Ampacet to adapt its organisation to the new demand. "We are improving the time to market of new business initiatives. Every time we bring a new product to market, there is a lot of work to be done on the IT side and Sinfo One is helping us to reduce the time, thanks to automated processes".

According to De Gori, "digitalisation" also means "simplification". From managing employee travel reimbursements, eliminating paperwork, to the more complex remote management of production lines during the pandemic, every recent improvement in the company has been possible thanks to digitalisation. "At Ampacet, IT is not just about developing software and hardware solutions, but also about managing business processes, taking care of continuous improvement and process re-engineering. If previously we were just a service department, now we are the most important corporate function when it comes to innovation; that is why choosing the right partners, such as Sinfo One, is strategic for bringing innovation to the company".



Located in

Tarrytown NY)



2000
employees



1 billion
USD



**Private
company**

Ampacet

Global producer of colour and additive masterbatches for plastics, Ampacet Corporation develops formulations applied to a wide range of sectors, from Beauty to Healthcare, from Automotive to Aerospace. Today it has 25 production sites in 18 countries around the world, including Italy. Founded in 1937, in addition to its main headquarters in New York it has three global regional headquarters in Luxembourg, Argentina and Thailand.