



## PRESS RELEASE

# Successful Start for New Meat Management Software by msg and SAP

### First new customer now relies on “SAP Meat Management by msg” for their multi-site process management

**Munich, February 21, 2017** – SAP SE and msg systems ag welcome their first new customer, Brazilian food group C. Vale Cooperative Agroindustrial. The group has chosen the “SAP Meat Management by msg” industry solution for their business. msg and SAP just recently signed a reseller agreement for the meat management solution last fall. The solution has been on SAP’s price list ever since and is being sold internationally by SAP.

#### “SAP Meat Management by msg” – a unique and versatile solution

“SAP Meat Management by msg” is an SAP-based solution by Softproviding AG, a member of the msg group. The solution is used for the multi-site management and controlling of processes along the entire value chain, whether procurement and inbound goods or production and finishing, or even warehouse logistics and delivery. This unique industry solution facilitates the gap-free entry of process data from technical components such as scales, scanners and printers. Meat industry and production companies benefit from process and cost optimization, standardized accounting and information systems, as well as shop floor integration.

“We are pleased with the successful start ‘SAP Meat Management by msg’ has enjoyed”, Christoph Petznik, head of the Food Division at msg systems ag says. “That the Brazilian food group C. Vale Cooperative Agroindustrial would specifically choose our industry solution for the farm-raising and production segments of its fish and seafood line further emphasizes the flexibility of this solution. The possibilities range from meat and poultry to fish even.”



## **msg relies on close cooperation with SAP**

“We have been working on and developing our meat management software for 16 years - now available on SAP S/4HANA as well,” explains Jan Grütter, Managing Director of Softproviding AG. The Swiss company, a member of the msg group, and msg systems ag’s Food Division have worked closely with SAP for years. “‘SAP Meat Management by msg’ is integrated directly into the ‘SAP Business Suite powered by SAP HANA’. Together with msg, we have been offering the solution to customers worldwide since last October,” confirms Dr. Klaus Weber, Executive Vice President and General Manager of SAP Custom Development.

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### **msg**

msg is an independent, international group of companies with more than 6,000 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist during its more than 35 years in business.

Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds seventh place in the ranking of IT consulting and system integration companies in Germany.

#### **For additional information:**

msg systems ag, Dr. Manuela Schwab, Robert-Bürkle-Str. 1, 85737 Ismaning/München  
Tel. +49 89/ 961 01 1538, Fax +49 89/ 961 01 1113,  
E-Mail: [manuela.schwab@msg-systems.com](mailto:manuela.schwab@msg-systems.com)

Hotwire PR, Daniel Hardt, Franziska-Bilek-Weg 9, 80339 München  
Tel. +49 89 210 932 81, E-Mail: [msgsystems@hotwirepr.com](mailto:msgsystems@hotwirepr.com)

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