



## Global Consumer Goods Manufacturer Gains Value from Enterprise Resource Planning

### Overview

**Country or Region:** United States

**Industry:** Consumer goods manufacturing

### Customer Profile

Energizer Holdings makes batteries, flashlights, and other consumer goods under brands including Energizer, Eveready, and Playtex. Based in St. Louis, Missouri, its revenues are U.S.\$4.3 billion.

### Business Situation

Energizer wanted an enterprise resource planning (ERP) system that was inexpensive to deploy, localized for its various global markets, and easy for employees to use.

### Solution

Energizer implemented an ERP solution from Epicor, a Microsoft® Gold Certified Partner. The solution tightly integrates with Microsoft programs including Microsoft SQL Server and Microsoft Office Professional 2007

### Benefits

- Less than half the deployment cost of a typical ERP system
- Localization out of the box
- Expanded audience for information
- Productive ongoing relationship
- Better decisions

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Randy Benz, Chief Information Officer, Energizer Holdings

Energizer Holdings manufactures batteries, flashlights, and other consumer products that are sold in more than 160 countries. Operating in diverse types of markets, Energizer needed a low-cost, localized, easy-to-use enterprise resource planning (ERP) solution for some of its global locations. It chose a solution from Epicor, a Microsoft® Gold Certified Partner. Energizer implemented the Epicor solution for one-third to one-half the cost of a typical ERP system. The solution came ready to handle country-specific languages, regulations, and controls. It is tightly integrated with Microsoft products, which means that Energizer employees can access its information in the Microsoft tools they use every day. Energizer also gained a productive partnership with the Epicor product development group and has used the Epicor solution’s enhancements to improve its decision making.



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## Situation

Energizer Holdings, Inc., is one of the world's largest makers of consumer batteries and flashlights. Its products, sold under the Energizer and Eveready brands, include batteries for everyday use as well as high-tech, specialized, and hearing-aid batteries. The company's other branded products include Wilkinson Sword wet-shave products, Playtex feminine care products, and Banana Boat and Hawaiian Tropic sun care products. Headquartered in St. Louis, Missouri, Energizer operates 23 manufacturing and packaging facilities through subsidiaries in 14 countries on five continents. Its 2008 revenues were U.S.\$4.3 billion.

“Our products are sold in more than 160 countries,” says Randy Benz, Chief Information Officer at Energizer. “We have high-volume markets in Western Europe and North America that are dominated by sophisticated modern retailers that buy truckloads of products at a time. We also have markets in emerging economies, where we deliver a few consumer units at a time on a route system to very small kiosk retailers.”

Thus, Energizer revenues at the individual country level vary from single-digit millions to more than a billion. Planning for such a variable environment requires a sophisticated approach to enterprise resource planning (ERP). Benz says, “We learned the hard way that you can't serve this diverse business with a 'one size fits all' ERP strategy.”

Energizer uses many Microsoft products, including the Business Productivity Online Standard Suite from Microsoft Online Services, which includes Microsoft Exchange Server 2007, Microsoft Office SharePoint® Server 2007, Microsoft Office Live Meeting, Microsoft Office Communications Server 2007, and Microsoft SQL Server®. The company is quite happy with its Microsoft infrastructure.

However, many Energizer subsidiaries and divisions around the world were using differing local ERP systems. This led to difficulty in aggregating critical business information across markets and to redundant, nonproductive support costs.

To address these issues, beginning in the late 1990s, Energizer sought to implement a two-tiered ERP strategy, running SAP at its headquarters but also using a standardized tier II solution at the various smaller global locations.

Energizer had three primary goals in this effort. The first was localization. Benz explains, “Although it is arguable that core business processes are very similar across the globe, there are many nuances in statutory requirements, tax rules, and business customs across markets. We wanted a product that already allowed for the majority of these local practices.”

The second goal was that the solution be easy to install and configure. “We wanted to avoid the typical ERP implementation, where you spend ten times as much on integration as you do on purchasing the software itself,” Benz says.

The third goal was that the solution be user-friendly. “We wanted a solution that was intuitive, so it would be easy for our users to learn and make the most of,” says Benz. “We couldn't afford to have a high level of support on the ground across all of our markets.”

## Solution

In the mid-1990s, Energizer was positioning some start-up businesses in Eastern Europe. For an ERP system there, it turned to Epicor—a Microsoft® Gold Certified Partner based in Irvine, California—which provides ERP systems to more than 20,000 global

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customers, making it the world’s sixth-largest independent software vendor.

The Epicor solution is built on a service-oriented architecture using Web services. “What we’ve done is to create tier I functionality at a low total cost of ownership,” says Adam Prince, Senior Director of Product Marketing at Epicor. “A company like Energizer needs all the functionality it gets out of its tier I solution in its tier II solution as well.”

Epicor has customers in more than 160 countries and has focused on making its solution work effectively in each of these local markets. Furthermore, the Epicor solution is highly integrated with Microsoft products.

Microsoft integration is especially important at Energizer as it is a significant part of the company’s infrastructure. In addition to the Business Productivity Online Standard Suite, Energizer benefits from the increased performance and scalability of SQL Server which enables efficient analysis of data using Microsoft Office PerformancePoint™ Services business intelligence software, Excel and Outlook. The flexibility of SQL Server provides Energizer with the ability to draw from any number of data sources on multiple platforms, in support of real-time data, making it possible to reliably manage its diverse business efficiently.

Each of these Microsoft products seamlessly combines with the Epicor solution. For example, an Epicor portal brings business intelligence to a SharePoint site where users can easily view it without having to access the ERP solution. Furthermore, an Epicor component called Epicor Information Worker runs in Microsoft Office Professional 2007, so users can grab ERP data from the office productivity applications they use every day.

The Epicor solution functioned well in its first Energizer installments in Eastern Europe. Energizer then used the Epicor solution as an integral part of its ERP strategy, gradually replacing outdated systems worldwide. In many cases, Energizer used the services of Epicor consultants or partners in far-flung markets. “We used them extensively under different circumstances,” says Benz. “They’ve done a nice job of working with our core team to transfer the knowledge that we need in order to have a stand-alone solution in most cases.”

Today the Epicor solution supports Energizer operations in 28 countries in Asia, Eastern Europe, and Latin America.

## Benefits

By selecting the Epicor solution, Energizer gained a low-cost localized ERP that is easy to use. Microsoft integration expands the audience for ERP data. In a productive ongoing relationship with Epicor, Energizer has been able to use the ERP solution to make better business decisions.

### **Less Than Half the Deployment Cost of a Typical ERP System**

The initial benefit that Energizer realized was a low cost of deployment for the Epicor ERP solution. “We found that the all-in cost of deploying the Epicor solution was somewhere in the range of one-third to one-half the cost of a typical ‘big iron’ ERP,” says Benz. Noting that many of these early deployments came in the 1990s, he adds, “That saved us millions during the Y2K period alone.”

In the years since then, as Energizer has expanded its use of the Epicor solution, the solution has also added features. Benz says, “With the solution’s new features, we can deploy more sophisticated practices in many of our stand-alone markets. So I think it is arguable that that ratio has remained intact.

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Quite simply, the Epicor solution has proven to be a great path to value.”

#### **Localization out of the Box**

The Epicor solution is localized for use around the globe with little input required. Out of the box, the solution works in more than 30 languages and is set up with country-specific regulations and controls. It handles local legal, fiscal, and statutory requirements with no extra configuration required.

“Our biggest concern was getting a product that could adjust to our many diverse markets,” Benz says. “The Epicor solution has exceeded our expectations in that regard.”

#### **Expanded Audience for Information**

“We chose the Epicor solution because of its localization, ease of deployment, and ease of use,” says Benz, who notes that his colleagues have adapted quickly to the solution. “It’s logically organized and has a simple, intuitive interface that closely parallels the structure of many Microsoft tools that people use every day in their jobs.” Employees find the solution easy to use, and the IT department finds it easy to support.

Benz adds, “In recent years, we’ve discovered another reason to stay with the Epicor solution: its integration with Microsoft products.” He explains, “Microsoft is a key strategic partner for us, not only on the desktop with Windows® and Office, but on the server side with products such as SQL Server, SharePoint Server 2007 and PerformancePoint Services. Because of the close alignment of the Epicor solution with Microsoft products familiar to most of our employees, we have extended the use of information in the Epicor solution to a wide audience in our organization.”

#### **Productive Ongoing Relationship**

“Over time,” says Benz, “in many of the markets that we serve, our business has

grown and our business practices have become far more sophisticated using the Epicor solution.” Thus the company’s ERP needs have evolved. Benz says, “We’ve worked closely with the Epicor product team to help them understand our needs and to help them evolve their solution to give it enhanced features that Epicor can then market to a range of customers.”

For example, Benz cites advanced supply planning capabilities that Energizer is using in some key Asian markets. “We’ve worked with Epicor to design and deploy these capabilities, which we believe will benefit many Epicor customers,” Benz says.

At Epicor, Prince is pleased but not surprised by Benz’s comments. “That’s not unusual for Epicor. We really do take into consideration what customers are looking for, and we work that into future releases as much as possible.”

Benz concludes, “Our long-term partnership with the Epicor R&D group is one of the best examples of a ‘win-win’ relationship that I know. I would sum it up as a mutual desire for success: they want us to be successful and happy with their products; we want them to be wildly successful as well. I think that’s what a true partnership is supposed to be like.”

#### **Better Decisions**

At Energizer, initial attention to the Epicor ERP solution was focused on transactional processes. However, once the company reached a level of standardization in the transactional area, Benz says, “We turned our attention to making better decisions based on the information stored in the system.”

For example, Energizer used the business intelligence functions of the Epicor solution, SQL Server, PerformancePoint Services, Excel and SharePoint Server to study customer and

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For more information about Epicor products and services, call (949) 585-4000 or visit the Web site at: [www.epicor.com](http://www.epicor.com)

For more information about Energizer Holdings products and services, call (800) 383-7323 or visit the Web site at: [www.energizer.com](http://www.energizer.com)

product profitability to better shape go-to-market tactics. Energizer is also deploying supply chain practices to better plan and coordinate production and distribution in individual markets.

“Over time, the core capabilities of the Epicor solution have grown right along with our needs,” says Benz. “It’s a journey, to be sure, but we’re well on our way to better decisions and fact-based execution.”

## Microsoft Server Product Portfolio

For more information about the Microsoft server product portfolio, go to: [www.microsoft.com/servers/default.aspx](http://www.microsoft.com/servers/default.aspx)

### Microsoft SQL Server

Microsoft SQL Server provides a scalable Business Intelligence platform optimized for data integration, reporting, and analysis, enabling organizations to deliver intelligence where users want it.

For more information about SQL Server, go to: [www.microsoft.com/sqlserver](http://www.microsoft.com/sqlserver)

## Software and Services

### ■ Products

- Microsoft SQL Server 2005
- Microsoft Office Professional 2007
- Microsoft Office PerformancePoint Services
- Microsoft Office SharePoint Server 2007

- Epicor ERP Solution

### Partners

- Epicor