

How apsolut led the Ritter Sport chocolate brand supply chain into the cloud

**Company:**

Alfred Ritter GmbH & Co. KG

Industry:

Food processing

Products:

Chocolate

Number of employees:

1,900

Turnover:

605 million euros

Headquarters:

Waldenbuch, Germany

Website:

www.ritter-sport.com

CHALLENGES

- Outdated, highly individualised SAP SNC system
- Dependence on own logic: Processes were tailored precisely to the organisation
- Power of innovation: Difficult to introduce new innovations in the old system
- Organisational transition: Adaptation to the cloud logics required

SOLUTIONS

- Clear adherence to the SAP strategy with SAP Business Network Supply Chain Collaboration
- Partnership with apsolut as an experienced partner
- Gradual supplier onboarding, starting with two pilot suppliers

BENEFITS

- Improved transparency thanks to real-time oversight of inventories and requirements
- More stable processes through automated control of raw materials and packaging materials
- Less time spent performing maintenance thanks to standardisation
- An assured future thanks to anchoring in the SAP standard

WHY APSOLUT?

- Proven collaboration in previous projects
- In-depth experience with SAP systems and standards
- Understanding of specific processes at Ritter Sport
- Change competence: The ability to implement technical and organisational transformations



 Adaptation to the cloud logic: This is not just a case of switching technologies; this is also a fundamental organisational and cultural transition. We can support you with our change competence.



Onboarding: This cannot be done fully automatically. Even the browser can become a stumbling block. We use our experience to help with integrating your suppliers.

FROM AN INDIVIDUALISED SYSTEM TO A FUTURE-PROOF CLOUD PLATFORM

Ritter Sport is a household name in Germany – and is known for its chocolate in many other countries as well. But behind the tasty treat, there is a complex supply chain. For Purchasing, this means: Raw materials such as cacao, nuts and foil must be planned, procured and controlled reliably. For many years, Ritter Sport has relied upon a highly adapted SAP SNC system. It was tailored to the organisation but it was getting older – and SAP had already announced the end of support.

The introduction of **SAP Business Network Supply Chain Collaboration (SCC)** was thus unavoidable. From the very start, it was clear to Ritter Sport that the subsequent solution would come from SAP – for years, the company has been following a clear SAP strategy with integration and consistency across all modules. A third-party solution would have involved considerably greater challenges with integration and would also mean system interruptions and the associated maintenance expense at interfaces.

The implementation could by no means be taken for granted, however. It involved more than just an IT upgrade. The change was clear: It was no longer a case of adapting the tool to suit Ritter Sport; the organisation now had to adapt to suit the cloud logic. “This was a real paradigm shift,” explains Michael Wölfel, responsible for the production planning and operative procurement. For many organisations involved in procurement and supply chains, this is precisely the critical point of every transformation.

The solution: Ritter Sport were supported by long-standing partner **absolut**. This collaboration had already been tried and tested in earlier SAP projects. This time, **absolut** took on more than just the implementation – it also took on the role of the translator between existing processes and the SAP standard. This combination of technical expertise and change support proved to be crucial.

The project started in summer 2024. In January 2025, two pilot suppliers were integrated. Further partners were then onboarded in waves. The challenges were typical: Different degrees of maturity of suppliers when dealing with Ariba, language barriers, complex processes – not to mention seemingly banal problems such as not using a suitable browser. Especially critical: Ritter Sport alone could not support critical

onboarding stages, as these are controlled exclusively by SAP. “This was probably the biggest challenge,” remembers Laszlo Tordai from IT, responsible for introducing SCC.

Despite these obstacles, we succeeded in incorporating almost all relevant suppliers. Today, operative procurement and supply chain benefit from measurable advantages:

- **Transparency:** Suppliers can see inventories and requirements in real time.
- **Process reliability:** Raw materials and packaging materials which are ordered at very frequently are controlled using automation.
- **Future sustainability:** Anchoring in the SAP standard simplifies release changes and updates.

“The world of IT is spinning faster and faster. Standardisation makes us more flexible and simplifies expansions,” highlights Michael Wölfel, responsible for the production planning and operative procurement. For procurement, this means less effort involved in maintaining the system, and more of a focus on adding value.

“The collaboration with **absolut** was a complete success. Working together, we managed to lead our supply chain into the cloud and thus gain stability, such as in future sustainability,” says Michael Wölfel.

The business impact is clear: Ritter sport has laid the foundations for further digitising the complete supply chain. Planned expansions range from handling units to quality management, and then to a more in-depth supplier integration. What started as a mandatory project then became a real investment in the organisation’s competitiveness. Conclusion: The Ritter Sport story shows that a clear SAP strategy simplifies the route into the cloud and that standardisation is not just feasible, but also strategically advantageous. If you are ready to free yourself from individualisation, you will also speed up your processes and gain transparency and future sustainability – the exact factors that modern supply chains need today.