

TESTIMONY

"GPC Group runs EmaPack solution since June 2008 and reports today on its Return On Investment"

Rhapso

Printing & Packaging Software Solutions



GPC Group in a nutshell...

The manufacturing site of Kenitra was established in 1992. Its primary mission consisted in delivering against corrugated cartons demands from its mother company, **CHAABI GROUP, YNNA HOLDING**. Soon after its inception Kenitra plant evidenced capabilities significantly exceeding Group's needs. Therefore GPC decided to look for additional markets. And in the end, as the business grew, GPC launched new industrial floors to meet market expectations.

The Agadir site opened in 2002 aiming at servicing the agricultural franchise. Mohammedia unit was then launched in 2005. Up until now GPC Group has heavily invested to fully automate IT processes. The site became the largest and most up-to-date corrugated plant in Africa. In 2007 the acquisition of Meknès Paper plant beefed up GPC Group high profile. Thanks to this speedy expansion GPC Group is today accounting for a 40% share of the Moroccan market.

GPC Group decided to partner with Rhapso in June 2008. The project included a global implementation of EmaPack over GPC industrial plants: Agadir, Kenitra & Mohammedia were all three concerned ...

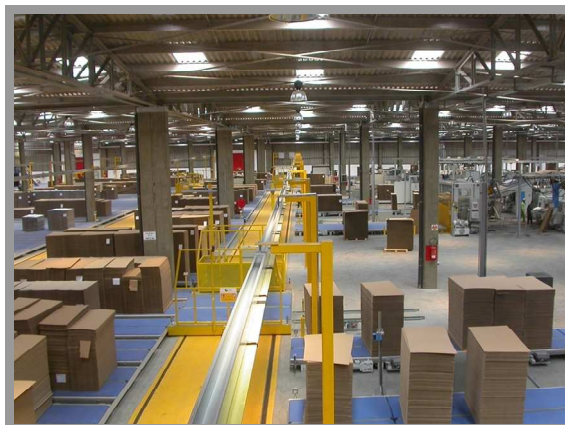
Before the launch of the Rhapso project, GPC Group was running a generalist ERP dealing with accounting and sales needs. Some bespoke developments had been designed to cope with business needs. GPC Group was nonetheless suffering from a loose integration of different systems as well as from no real time access to key information. This infrastructure was no longer consistent with both Group growth and increasing ambitions.

GPC Group management team was looking for a global and integrated solution that would fit needs of the three plants. « *Mohammedia state of the art equipment & organization pushed us to select a business ERP leading the technological pack* », says **Mr Youssef BOUSFIHA, Deputy Managing Director**. Rhapso Full Web and multi-sites solution met GPC Group expectations and allowed for significant optimizations in the corrugators, transformers and paletisation areas. GPC is particularly satisfied with Rhapso ability to work alongside their teams as a reliable partner. EmaPack global solution has been successfully and fully implemented over a 12 months period.

What about the Return On Investment?

Information sharing with EmaPack generated an increased productivity between the different departments and greatly allows the sales department to be totally pro-active, « *with the help of a true centralized management tool that monitors information on a real time basis.* » states **Mr BOUSFIHA**.

GPC Group operates very advanced machine tools. It decided to interface a Supervisory Tool with its BHS corrugators to push up GPC overall productivity too. The optimization of business processes regarding the handling of agricultural boxes eases the management of warehouses as well as of numerous converting sites.



EmaPack daily use sustains GPC Group as a clear leader in the packaging industry, dealing with both agricultural and industrial players.

What's in the pipe ...

GPC is now on its way to implement EmaCube as its Business Intelligence reporting tool.

Moreover, an extension is scheduled for the Paper plant ...

Milestones :

June 2007 – GPC selects Rhapso.

June 2008 – Implementation has completed

Functional scope :

Estimates / CRM /
Sales – Purchases / Inventories
raw materials, semi-finished &
finished products
/Manufacturing & Supervision
200 users