

# Weetabix chooses Kewill to outsource supply chain ecommerce

*Simplifies document transactions with integrated trading partner communications solution*

**1 December 2015 – Manchester, UK – [Kewill](#)**, a leading provider of innovative software for supply chain execution, today announced it is working with the Weetabix Food Company to replace its existing UK client side electronic data interchange (EDI) infrastructure to improve trading partner communications of commercial documents.

With business continuing to grow, the Weetabix Food Company required a faster and more efficient solution to replace its existing UK client side EDI infrastructure. The company turned to Kewill for their expertise in automating and simplifying global trade and logistics, to fully manage and support their new electronic communications processes with its UK and European trading partners and for future expansion with partners worldwide.

“It was important that our chosen ecommerce solution would allow for the future expansion of Weetabix’s EDI trading community both in Europe and the USA. We needed a platform for increased supplier adoption, with the flexibility to easily add trading partners and new message formats as our business dictates,” said, Logan Tweedie, Group Head of IT & Business Systems at Weetabix. “Kewill has provided us with a proven, scalable software solution, and a reliable outsourced managed service that will allow us to reduce costs in this area and focus on our core strengths.”

The Weetabix Food Company is the second largest manufacturer of cereals and cereal bars in the UK. Based in Northamptonshire, UK, the family of brands includes Weetabix, Alpen, Ready brek, Weetos, Oatibix and Alpen. The Weetabix brand has been manufactured and sold in the UK since 1932. Today it is the UK’s number one selling, most trusted and most recommended cereal and is one of Britain’s most iconic brands.

“We are delighted to work with Weetabix to help them improve and expand their ecommerce processes with their trading partners,” said Sian Hopwood, Senior Vice President, B2B Operations at Kewill. “We are confident that Kewill’s extensive experience of delivering B2B integration and fully managing trading partner communications for large scale businesses will ensure Weetabix delivers on its strategic objectives.”

Part of the Kewill MOVE® on the Cloud platform, the Kewill MessageBroker solution and the Kewill Xchange managed file transfer service deliver an integrated trading partner communications platform. The solutions provide users the ability to seamlessly manage the transaction of commercial documents such as orders,

invoices and advanced shipping notes with more than 40 suppliers and partners and an easy exchange of payroll information with HMRC.

Kewill implementation experts will integrate the solution with Weetabix's internal operating systems, providing efficiencies associated with straight-through processing and reducing errors arising from re-keying and re-formatting data.

## **About Weetabix Food Company**

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The mills at Burton Latimer export to more than 80 countries around the world and for the Weetabix brand all of the wheat is grown within 50 miles of the site. Weetabix also has manufacturing plants around the world, including at its North American division and other locations globally, employing c. 1,800 staff members across the world. See [www.weetabix.com](http://www.weetabix.com) for links to websites around the globe.

## **About Kewill**

Kewill, a Francisco Partners portfolio company, is a global leader in multimodal transportation management software, providing organisations with a comprehensive end-to-end platform for managing the complexities of transportation, logistics and trade compliance. The Kewill MOVE® platform helps companies reduce costs, manage volatility and gain greater visibility across the logistics value chain. Trade, transport, store, comply, manage and integrate – the Kewill transportation management platform provides the insight, agility and tools required to deliver better customer service and streamline global supply chain execution.

The Kewill platform supports supply chain execution activities for over 7,500 companies in more than 100 countries. To learn more about the company, visit <http://www.kewill.com/>, follow us on Twitter [@Kewill\\_Ltd](https://twitter.com/Kewill_Ltd) or check our [LinkedIn](#) page for company updates.