



**MGP INGREDIENTS  
CONSUMER PRODUCTS COMPANY  
IMPLEMENTS SAP to ACHIEVE FINANCIAL  
CLARITY, DRIVE EFFICIENCY &  
PRODUCTIVITY and LAY FOUNDATION for  
GROWTH**

*Today's consumer products companies operate in a dynamic and challenging environment characterized by ever-changing consumer tastes, unrelenting margin pressure, demanding customers, geographically dispersed suppliers, stringent compliance requirements, and fierce global competition.*

*To effectively compete while achieving revenue, margin and growth goals, consumer products companies need affordable, flexible, integrated, readily deployable solutions that address specific line-of-business challenges while providing real-time visibility across global operations.*

*Optimal's vast consumer products industry experience includes working with many of the world's most well know multi-national brands, as well as rapid-growth midsize and startup companies.*

*CPG One, developed and marketed exclusively by Optimal, is a turnkey solution preconfigured with industry best practices and comprehensive business intelligence capabilities that ensure consumer product companies adapt to dynamic markets, increase efficiency and productivity, grow market share and protect margins.*

**QUICK FACTS**

**Company**

- ▶ Name: MGP Ingredients, Inc.
- ▶ Location: Atchison, KS
- ▶ Industry: Consumer Products
- ▶ Revenue: US \$250 million
- ▶ Employees: 800+
- ▶ Web: [www.mgpingredients.com](http://www.mgpingredients.com)

**Challenges**

- ▶ Outdated, disjointed legacy financial system hindering growth
- ▶ Lack of visibility needed for strategic, real-time decisions
- ▶ Disjointed operations, multiple divisions

**Solution:**

- ▶ OPTIMIZE CPG One - An SAP Business-All-in-One solution from Optimal Solutions incorporating industry best practices and SAP BusinessObjects Business Intelligence

**Implementation Highlights**

- ▶ Streamlined 14-week implementation using preconfigured application templates
- ▶ Completed project on time & within budget

**Why Optimal Solutions & CPG One**

- ▶ Deep consumer products industry experience and proven success
- ▶ Turnkey, out-of-box functionality
- ▶ Built-in industry best practices
- ▶ Robust, scalable, consolidated finance and reporting system
- ▶ Cost-efficient hosting and AMS capabilities

**Benefits**

- ▶ Real-time enterprise-wide visibility for faster strategic and opportunistic business decisions
- ▶ Tight alignment of corporate strategy and performance
- ▶ Enhanced productivity and profitability
- ▶ Support for organic growth & acquisitions