



About Customer

Hunya Foods is Taiwan's largest chocolate maker with two major brands: 77 and Rivon. With a focus on innovation and evolving with market trends, Hunya has ranked first among Taiwanese chocolate makers for many years.

www.hunya.com.tw

Geo

Asia Pacific

Industry

Manufacturing

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray//X10

Hunya Foods Fuels Product Innovation with Smart Manufacturing

To stay competitive in a Taiwanese chocolate market dominated by imported brands and continue producing great products customers love, Hunya Foods needs to keep its focus on innovation. Hunya invested in [SAP S/4HANA](#) to transform to smart manufacturing and in Pure Storage equipment to support the new system and improve overall operation and control.

Through Pure Storage's stable and efficient infrastructure, Hunya has multiplied the benefits of SAP S/4HANA. The new system not only saves time but seamlessly integrates operational information from each department to simplify decision-making and overall planning. In addition, Pure Storage can significantly [reduce the space occupied by stored data](#), improve equipment investment efficiency, and reduce the IT department's maintenance and management costs. As a result, Hunya has more time to focus on key business innovation.

“On the road of smart manufacturing transformation, Pure Storage provides Hunya with the most carefree IT environment and becomes the best engine for us when we invest in innovation.”

LI JIABIN,
INFORMATION
DEPARTMENT MANAGER

Impact on Hunya



Transform successfully to smart manufacturing



Reduce product safety stock and strengthen production plan control



Stimulate product innovation

Challenges



With numerous competitors and rapid change in the market, new product development needs to be precise and quick



A new enterprise resource planning (ERP) system requires more powerful storage equipment to support it

Results



Efficient use of enterprise storage space, data reduction ratio of 5.2:1



High-speed import and use of SAP S/4HANA to meet various operational needs



Time and cost savings for the IT department

Staying Agile in a Highly Competitive Industry

Taiwan's chocolate market is very competitive. On one hand, Hunya Foods must compete with global brands with abundant resources. On the other, it faces competition from emerging Taiwanese players with fast product updates. Meanwhile, consumer preferences change frequently and there are many products available on the market. These challenges have affected the sales of Hunya's original best-selling product, the 77 Chocolate Bar. With 70% of the market dominated by imported brands, Hunya's sales have declined by a third. To keep pace with the industry and adopt an intelligent supply chain, Hunya needed to unify the operation of various departments within its enterprise, accelerate product innovation, and coordinate channel resources for market forecasting.

Transforming to Smart Manufacturing with Pure and SAP

A successful ERP system relies on a stable, high-performance, high-access speed infrastructure. Pure Storage [FlashArray//X10](#) provides a solid foundation for Hunya. With Pure Storage and SAP S/4HANA, Hunya's new smart-manufacturing strategy uses production and sales data to reduce stock levels; control costs and expenses in fast and small production batches; and respond to rapidly changing market demands. The system also integrates data from various departments so the company can synchronize channel-marketing planning, product innovation, and quality management in a more comprehensive, real-time manner to make decisions faster and prioritize initiatives.

In addition, Hunya's wedding pastry brand Rivon has built its point-of-sale information system using Pure infrastructure. Now, the company can store and access a large amount of complex sales data easily, quickly, and securely to discover customer insights and accelerate sales.

Pure Storage's data storage architecture not only provides an optimal operating environment for SAP S/4HANA, but also reduces the cost of storing data and other IT expenses. With [FlashArray//X10](#), Hunya's [data compression](#) ratio can reach 5.2:1, saving a lot of storage space and improving equipment investment efficiency. Pure Storage's simple and efficient solution helps Hunya's IT department reduce the time required to manage and maintain equipment so it can focus on innovation instead.

Continuing to Improve Sustainability and Competitiveness

With plans to add a second [FlashArray//X10](#) with [Pure ActiveCluster™](#), Hunya will be able to easily back up the existing system architecture and strengthen disaster-recovery capabilities at a relatively low cost. By integrating MES with SAP S/4HANA, Hunya will also be able to enhance its ability to respond to changes and optimize its production chain with real-time data.

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