



GRUMA elevates food production with streamlined processes and improved service



Months to complete global implementation



Improvement in processes



Optimized resources help ensure better response times

GRUMA nourishes the heart of Mexico and the world, valuing excellence in food production and service

As a major producer of corn and flour tortillas, as well as wheat flour and its derivatives, GRUMA knows that great food and excellent customer service are key to its success. As a global company, present in 112 countries around the world, GRUMA was challenged with how to unify and automate its IT workflows in order to provide the level of service needed for continued success.

Knowing the importance of creating positive experiences for both customers and employees, GRUMA began to search for an innovative and tailor-made platform to meet its needs.

ServiceNow automates processes and enhances productivity for the GRUMA team

The intuitive and automated solutions offered by ServiceNow provide what GRUMA needed to help increase productivity and improve business processes. ServiceNow solutions make work processes better and are designed to:

- Optimize tasks
- Improve workflows
- Automate IT, human resources, customer service, and safety processes
- Help increase satisfaction levels for both employees and customers

Erika Téllez, IT Services Manager at GRUMA shares, "We focused on automating all of our services, and in ServiceNow we found what we were looking for: a single platform that adapted to the processes we already had in place. The adoption of the ServiceNow solution was a natural process for all involved."

Industry: Food production
Location: San Pedro, Monterrey, Mexico
Size: 20,500 employees
Partner: IPSUM Technology

Challenge

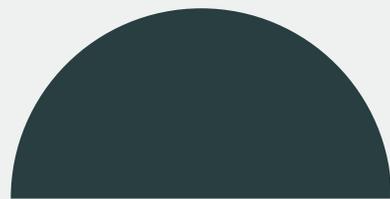
Unify workflows and automate IT processes that impact the company's ability to produce quality foods and service its customers

Products

- The Now Platform®
- ServiceNow® IT Service Management

Solution

ServiceNow provides the platform for GRUMA to improve IT processes and meet the demands of a successful, global food company





Thanks to the Now Platform, our processes have improved by 25%, optimizing resources and helping enable better response times.

Erika Téllez, IT Services Manager, GRUMA

Initial success with ServiceNow leads to global rollout

The implementation of the Now Platform was divided into two stages. The first stage focused on customer service in the United States to help ensure high customer satisfaction levels.

Following the successful implementation of phase one, the second stage was deployed which focused on unifying the platform on a global scale and minimizing ticket resolution times.

The global implementation of the Now Platform was achieved in less than eight months. Thanks to the expedited adoption of ServiceNow, indicators at GRUMA's 75 plants around the world improved, driving savings of both time and resources, and easily adapting to the organization's requirements.

GRUMA achieves goals to optimize resources and improve response times with ServiceNow

Since adopting ServiceNow, GRUMA has successfully reduced its response times, streamlined processes by communicating seamlessly and directly with the corresponding business areas, and helped ensure full tax compliance.

"Thanks to the Now Platform, our processes have improved by 25%, optimizing resources and helping enable better response times," says Erika.

The platform's mobility and the added ability to access solutions from any mobile device are just a few of the tangible benefits. Erika adds, "The Now Platform has helped enable us to work remotely and using the application we can approve processes at any time, from anywhere, and on any device."