

PRESS RELEASE**EDITEL and MARESI successfully complete large-scale EDI project**

Every month, MARESI, an Austrian consumer goods company, exchanges 22,000 documents with 250 business partners. In an effort to integrate this fully automated data interchange (EDI) into the company's new ERP system, MARESI relied on EDITEL to overhaul its entire EDI infrastructure while concurrently introducing SAP S/4HANA. A monumental project, successfully delivered.

(Vienna, 21 May 2025) The introduction of SAP S/4HANA alone is a significant IT project. Replacing the EDI system at the same time to maintain seamless digital communication with customers and partners turned the project into a major undertaking. MARESI teamed up with EDITEL, a Vienna-based leading provider of EDI solutions, to successfully bring this project to fruition. MARESI, a subsidiary of Vivatis Holding, markets its namesake coffee creamer and other popular food brands including Knabber Nossi and Inzersdorfer. The company operates across five countries with 55 different own brands and partner brands. "The main challenge is connecting a wide range of suppliers, warehouses, logistics companies, and retail partners through a shared language," explains Andreas Bassler, Head of Supply Chain Management at MARESI Austria.

Complex projects need flawless coordination

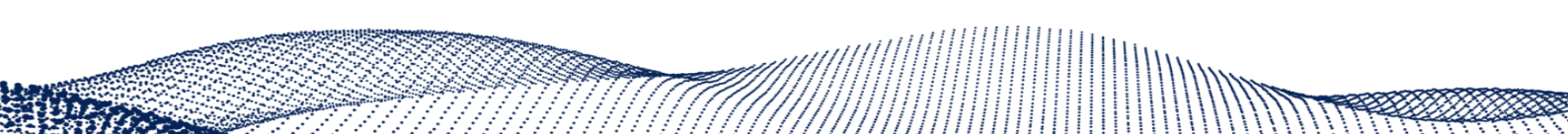
"Challenge accepted – mission completed": about a year ago, MARESI brought EDITEL on board as the company's new EDI service provider. This also marked the launch of an extraordinary migration project. All data had to be transferred to the new ERP system, SAP S/4HANA, while the existing EDI landscape needed a concurrent overhaul. Among others, a complex order processing system was to be implemented, designed to automatically split orders by article, warehouse, and quantity. With roughly 22,000 documents exchanged monthly with 250 partners, the data volume and underlying processes posed a major challenge. Successfully executing both projects in tandem required seamless coordination between MARESI, EDITEL, and SAP, as the systems are interconnected and operate in real time. "Even a minor mistake or delay could have had major consequences for the entire data communication process," explains Karl Cegner, Project Manager at EDITEL Austria.

Teaming up for success

Extensive preparation and quality assurance measures conducted over a period of six months, along with meticulous go-live planning, ensured the project's success. The go-live of the SAP S/4HANA system and the entire EDI outsourcing infrastructure at MARESI went off without a glitch. According to Andreas Bassler, the thorough testing paid off: "EDITEL was a valuable and patient partner throughout the entire project. Looking ahead, we place great confidence in our new EDI system and believe it will significantly simplify and reduce the cost of communication with our partners," he said.

Andreas Nentwich, Managing Director of MARESI, is also very pleased with the outcome: "EDITEL's in-depth industry expertise and widespread experience working for clients in retail, manufacturing, and logistics were a solid foundation on which this project was built and successfully executed." He also emphasized how "mutual respect and a pragmatic approach enabled us to combine our strengths and lay the groundwork for a successful partnership."

Gerd Marlovits, CEO of EDITEL Austria, commented: "This project showcases how we rely on our many decades of experience in process management to tackle and implement even complex challenges." Mr. Marlovits is confident that many additional EDI projects will be implemented following the introduction of SAP S/4HANA. "Our advanced EDI solutions



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accelerate new partner onboarding and allow for even faster business transactions, ultimately increasing efficiency."

Thanks to its new EDI solution, MARESI is now more agile in responding to market demands and more flexible in its interactions with customers and partners. The new EDI system also allows for better data flow and cost monitoring.

Photos, free for publication

01: Andreas Nentwich, Managing Director of MARESI Austria, © MARESI/Katharina Schiffli

02: Inzersdorfer product © MARESI

About MARESI Austria

MARESI Austria GmbH is one of Austria's leading consumer goods companies. Founded in 1949, the company, which is part of Vivatis Holding, has developed into a versatile brand manufacturer which, in addition to its own brands such as MARESI, Knabber Nossi, Inzersdorfer and Shan'shi, also distributes international partner brands such as Lay's, Ovaltine and Twinings as a certified food broker. With 186 employees and 55 brands, the MARESI Group generated sales of EUR 146 million in 2023 with subsidiaries in Hungary, Romania, the Czech Republic and Slovakia.

About EDITEL

EDITEL is a leading international provider of EDI (Electronic Data Interchange) solutions with 40+ years of experience. As a digital bridge builder, EDITEL connects businesses across a wide range of industries, helping them optimize their business processes through secure and efficient digital communication. EDITEL's EDI platform, eXite®, is one of the world's largest EDI networks, offering a comprehensive portfolio of services for the digital exchange of business documents. With FreightLogs, EDITEL provides a solution for the digital transmission of consignment notes (eCMR). In addition, EDITEL supports companies in the legally compliant implementation of ViDA requirements for e-invoicing.

<http://www.editelgroup.com/>

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