


Focus: Meat industry

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- Advanced supply chain traceability and accessibility
 - 100% increase in end-to-end supply chain visibility
 - Awareness of the main critical points of the supply chain
 - Customized accounts for department managers



Business needs

Bonazza had to ship a batch of butchery products to large-scale retail customers in Italy and wanted to deliver its products in the best conditions to show the high quality of service and ensure continuity of relationship with the buyer.

Bonazza was looking for a platform that would allow it to take care of Food Integrity remotely, monitoring both geographical localization and temperature parameters, and allow it to share data with control and certification bodies without resorting to overly complex analytical tools.



Solution

Wenda has provided Bonazza with access to the all-in-one Platform to launch real-time monitoring and geolocalization of products and to share data with controllers and certifiers. Bonazza was able to observe product integrity alerts along the way and an overview of critical points along the chain on a single dashboard, enhancing visibility of the entire supply chain. Bonazza also used the multi-access function: Quality and Sales departments were able to internally share information about products in transit, allowing management to activate more efficient communication within the company and adopt a multilateral approach to problem solving.



The client

Bonazza SpA operates in the meat industry since 1968 and is based in Cà Noghèra, in Northern Italy. The company produces a vast assortment of ready-to-eat and fresh products, such as bacon, ham, sausages, ham and roasts, and is a leader in the sector thanks to the passion and the desire for excellence that distinguish its work. In 2006, the purchase of the Becher SpA sausage factory enabled Bonazza to expand its range of products, and in 2013 Unterberger - a prestigious, high-quality brand - also joined the group.

Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.

