



Customer Stories

 **Fruki Bebidas**

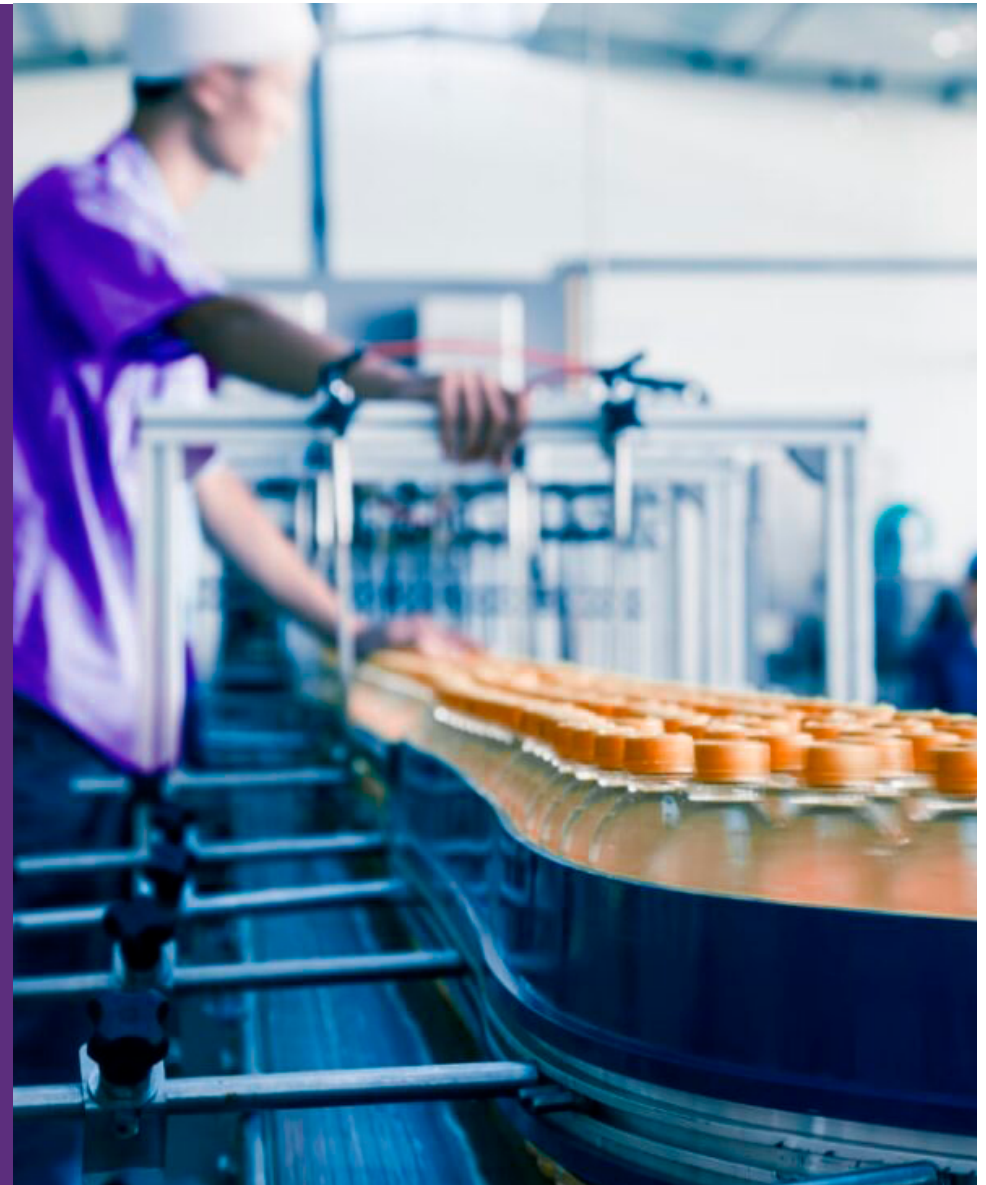
Fruki Bebidas accelerates **integration**
delivery by 50% with Sensedia

Introduction

Fruki Bebidas, one of the largest and most traditional beverage companies in southern Brazil, embarked on a digital transformation journey. With Sensedia's support, the company modernized its operations, improved efficiency, and gained the autonomy to expand into new sales channels.

With factories in Lajeado and Paverama, Rio Grande do Sul, and an annual production capacity of 620 million liters, Fruki was experiencing strong growth. Yet, the company recognized the need for a modern digital infrastructure to support expansion and its ambition to increase its presence in new sales channels and marketplaces.

Among its main challenges, Fruki faced an urgent need to optimize IT processes and overcome the limitations of legacy systems. Building workflows and integrations was time-consuming, and the IT team — operating with limited resources — struggled to meet demand.



These challenges also impacted commercial operations, introducing bureaucracy into processes such as releasing credit quotas for customers.

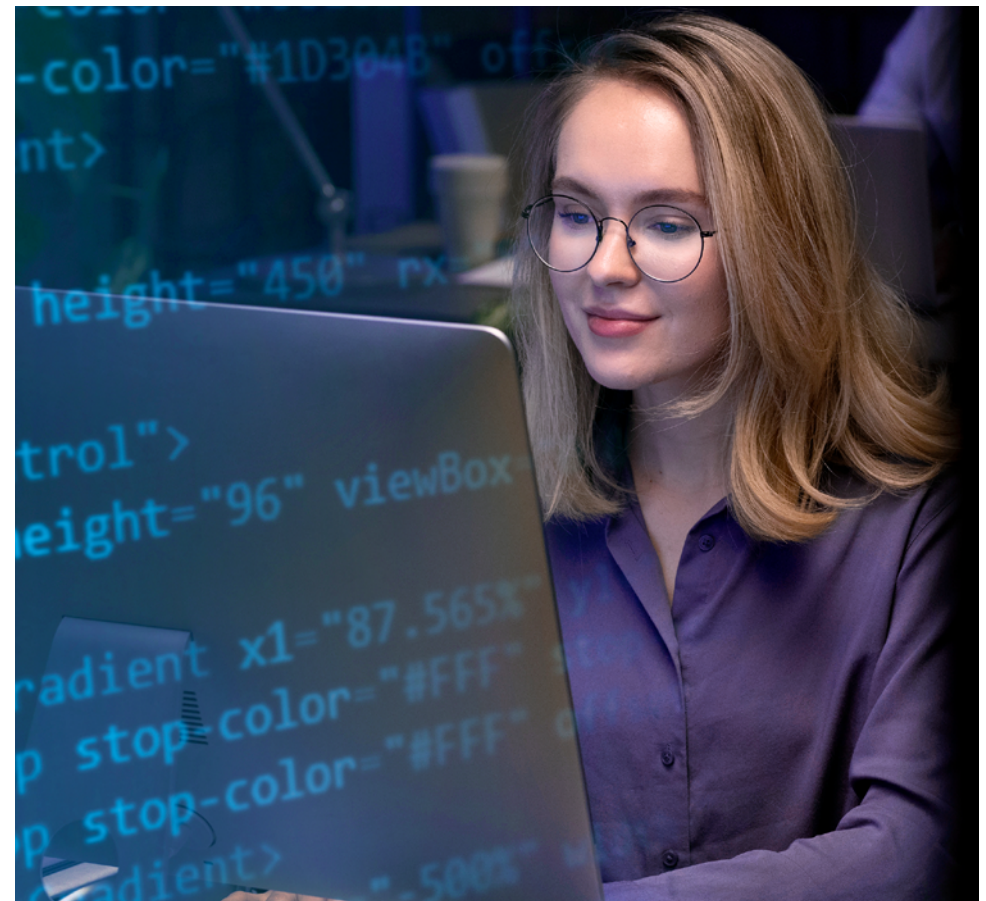
The Strategic Decision to Partner with Sensedia

Fruki sought a robust solution to integrate its legacy systems and simplify the creation of new APIs to drive its digital growth.

After carefully evaluating market options, Fruki chose Sensedia for its ability to deliver a proof of concept that integrated Fruki's ERP with other internal systems, using a connector developed in just two weeks for the Progress Database.

With a small IT team, Fruki faced challenges in building workflows and integrations. With support from Sensedia's consulting team, the company was able to accelerate this process.

"We acted as a strategic partner, guiding the definition of best practices and designing integrations, while also providing consultative support, helping with decision-making and contributing to the professional development of Fruki's internal team," says Guido Silvério, Solutions Manager at Sensedia.





Seamless Integration for Faster Sales

With a powerful integration platform combining API Management capabilities and the versatility of an iPaaS, Sensedia helped the company overcome its challenges by significantly reducing the time needed to build new APIs. The solution also accelerated and strengthened the implementation of security policies through the use of Interceptors, a feature that enables efficient customization and optimization of API request and response flows.

“Combining iPaaS with API Management simplified Fruki’s entire system integration strategy by automating processes and strengthening API security and governance. This was a crucial step in advancing their technological maturity.”



Guido Silvério

Solutions Manager at
Sensedia

The implementation of Sensedia's solutions delivered significant results for Fruki, including:

Automated credit approval: What once took up to 24 hours now takes less than 5 minutes, enabling sales representatives to offer more products during store visits and boosting sales.

Sales system integration: Enabled the processing of over 3,000 orders daily through Sensedia's iPaaS. Agilidade na disponibilização de APIs e na acoplagem de novos parceiros e serviços;

Faster API delivery: Accelerated the availability of APIs and streamlined the onboarding of new partners and services.

Reduced complexity: Shortened the time required to add new sales channels, supporting Fruki's omnichannel strategy.

Full visibility: Leveraging Analytics and API Manager capabilities, Fruki gained complete visibility into all data traffic and integrations, enabling more efficient and secure operations management.



With this much faster credit approval process, we were able to expand our range of offers and close more sales in less time. Sensedia's consultative support was essential to the success of the project."



Gustavo Almeida
CIO of Fruki.

The implementation of Sensedia Integrations gave Fruki not only greater efficiency in system integration but also a range of strategic benefits with measurable results. Beyond enabling the IT team to quickly connect new systems and applications, it achieved a 50% reduction in integration development time.

Building Momentum for an Innovative Future

Fruki is already aiming for even greater achievements. With Sensedia's support, the company has successfully overcome the challenges of integrating its legacy systems and positioned itself for sustained, strategic growth.

Looking ahead, Fruki plans to expand its digital presence by broadening its sales channels through C-Commerce. To support this vision, the company is developing integration flows to unify sales orders between its CRM and ERP systems. This will create a centralized "hub" to efficiently and scalably manage multiple sales channels.



"The solutions implemented have not only enhanced our operations but also positioned us for a promising future, enabling us to better serve our customers and expand our sales channels effectively," concludes CIO Gustavo Almeida.

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