



## Coveo Case Study

# Royal Cosun

*Netherlands-based **Royal Cosun** ([www.royalcosun.com](http://www.royalcosun.com)) produces and sells natural ingredients and food items for the international food industry, foodservice channel (restaurants, caterers and wholesalers) and retail outlets. The company also processes organic residues into products for non-food applications.*

*Established over 100 years ago, Royal Cosun works in the initial stages of the food chain through the collection and large-scale processing of farm products into high quality ingredients and foods. Together with its customers, suppliers and members, the company develops products that meet the needs of the food market both now and into the future.*

*The company consists of four key business groups: Basic ingredients, such as sugar (Suiker Unie and Sensus); Industrial alcohol and bioethanol (Royal Nedalco); Potato products, including chilled, frozen and dried potato products, as well as wide range of other prepared potato specialties (Aviko); and Compound ingredients, including fine bakery specialties, toppings, as well as fruit and vegetable applications (Unifine Food & Bake Ingredients and SVZ). Royal Cosun achieves revenues of EUR 1.7 billion and has an average workforce of 4,300 full-time employees, who work in business production facilities and offices worldwide.*

### Information sharing required

In 2003, the task of deploying a Knowledge Management solution to collect and centralize all of Royal Cosun's R&D information was given to Etiënne Geerts, Royal Cosun's IT Project Manager. He needed to make this information available to all of the R&D employees in all four of the company's divisions. The goal was to improve knowledge and collaboration among the workers and in turn, increase overall productivity.

Geerts deployed the first version of Microsoft® SharePoint, but quickly found that the search capabilities were inadequate for them, even though all of the R&D information combined equaled about 600 megabytes of data. Geerts purposely kept the amount of data available low, in order for users to get quality information from a small set of data.

To help improve these search capabilities, Geerts had a third-party provider develop a customized search solution that would integrate with SharePoint, but once Royal Cosun migrated to SharePoint Portal Server 2003, similar problems with the ability to search for data within SharePoint arose.

“We began working with another company to modify the search, but soon discovered that this company could not meet our requirements to effectively integrate with SharePoint Portal Server 2003,” said Geerts. “Over a two-year period, much R&D data was added to the SharePoint system, but proper searching of this data could not be accomplished. As a result, the process of searching for and finding relevant R&D information became time-consuming and a hindrance to our company’s ability to be as efficient as it needed to be.”

### Scrapping modifications for a search-based information access solution

Geerts halted the use of the modified search solutions and began researching the deployment of a full-scale search-based information access solution that would easily integrate with SharePoint. He reviewed the businesses that analyst firm Gartner recommended in its 2006 report on information access vendors, and from this, compiled a short list of 23 solutions that best matched the 60 or so requirements set by Royal Cosun.

In addition to the importance of being able to work with SharePoint, Geerts needed this new search-based solution to retrieve high quality results from at least 10 gigabytes of data, since information from Royal Cosun’s Sales & Marketing departments were also being added to the SharePoint server. The new solution needed to be able to search for information from a wide variety of document formats, including PDF, Microsoft Office files (Excel, Word, and PowerPoint), email files, tiff-formatted graphics and HTML text. Lastly, Geerts wanted an information access solution that would eventually allow him to scale it from a departmental level to include all of the company’s information, enterprise-wide.

### Powerful and flexible, yet so easy to use

Upon further evaluation against rigorous criteria, Geerts narrowed his initial list of 23 vendors to 12, then to just three top choices, which included Coveo, X1 Technologies, and Mondosoft. “Right from the start, Coveo had an advantage over the competition because we were able to download the demo and test it on the spot,” said Geerts. “Coveo Enterprise Search for Intranet showed to have a very high rate of configurability...and their friendly pre-sales support staff was there to support us with every step of the evaluation. Based on over 60 evaluation points, Coveo’s solution obtained over a 90% success rate.”

In addition to outperforming X1 and Mondosoft in its evaluation, Geerts was pleased to learn that Coveo Enterprise Search for Intranet would be less expensive. Having initially purchased Coveo’s older solution to address their problems with searching in SharePoint, Royal Cosun has since upgraded to the latest, complete version of Coveo Enterprise Search for Intranet.

“Coveo’s Enterprise Search solution are enabling us to dramatically improve our ability to share a wide variety of knowledge with other R&D employees around the world. This is allowing our employees to work more effectively in the development of new and improved products. The value of this to our organization simply cannot be measured.”

**Étienne Geerts**  
IT Project Manager,  
Royal Cosun

Geerts is extremely pleased with the ability Coveo's Enterprise Search solutions give him to customize administrative features, and the flexibility they offer in defining the scope of search results. "Coveo's software is extremely powerful and flexible, yet so simple to use. It has really impressed us," said Geerts.

### **Scalable for the needs of the future**

Geerts is planning to roll out additional SharePoint applications into Coveo Enterprise Search for Intranet, such as Royal Cosun's archives. In addition, he expects to get rid of the company's network drives, so that all of Royal Cosun's data will be integrated and searchable via SharePoint. By the end of 2008, Geerts also expects to roll out Coveo Enterprise Search for Email.

"Coveo's information access solutions are enabling us to dramatically improve our ability to share a wide variety of knowledge with other R&D employees around the world. This is allowing our employees to work more effectively in the development of new and improved products," added Geerts. "The value of this to our organization simply cannot be measured."

Royal Cosun's experience using Coveo Enterprise Search for Intranet has been so good that Geerts has recommended it to several of the integrators he initially worked with. He hopes that they take his advice to collaborate with Coveo so that they can then offer it to other businesses looking to boost their search, specifically with SharePoint.

#### **Contact Coveo:**

##### **Sales:**

1 800 635-5476 (US/Canada toll-free)  
00 800 2673-7642 (International toll-free)

##### **Analysts, Investors and Media:**

T: 514 905-5093 x228