

Success Story

Partner-client teamwork brings new clarity for plastics company

Hega Hogar accelerates growth with Sage X3

With design and manufacture based in Spain, Hega Hogar has grown rapidly over the last 25 years to become an international source of plastic products. Today it offers over 1,200 items and has a presence in over 40 countries. But its success has brought challenges that Azeta Group, a Sage partner, helped them overcome.

The challenge

Hega Hogar specialises in manufacturing plastic containers used across multiple industries, particularly the food industry, the veterinary sector, and in kitchenware. Their ability to tailor their products to different customers has given them great success, and facilitated international expansion.

However, as Sergio Rodríguez, Key Account Manager at the Azeta Group explains, rapid growth and acquisition led to a mismatch of siloed systems.

Sage

Company
Hega Hogar

Location
Alicante, Spain

Industry
Manufacturing

System
Sage X3

Partner
Azeta Group



hegahogar.com

About Hega Hogar

Hega Hogar has grown quickly over the last 25 years, now producing plastic products used throughout the world.





Hega Hogar is gaining a new, consolidated view of its operations.

“They were working with islands of information, using different systems. The pieces of data they were receiving, and those that they were being shown, weren’t consistent among themselves. So Hega Hogar never had an accurate overview of its stock, its production, its financial data, and so on.”

To Sergio and his colleagues at Azeta, Sage X3 seemed like the obvious solution. However, there was a deep reliance on legacy technology to overcome, together with the risk of moving complex processes over to a new system.

The solution

At the time of writing, Hega Hogar is beginning to benefit from the consolidation of data and insights Sage X3 brings.

“The main benefit is having a single and coherent set of data right through the entire business cycle. Another is the interconnectivity of all of the client’s advanced manufacturing systems and the possibilities that Sage brings when connecting that whole ecosystem.”

This, Sergio says, also brings tremendous peace of mind through future-proofing. “No matter what technology they acquire in their various production plants, we can be by their side.”

The bottom line

Hega Hogar is gaining a new, consolidated view of its operations that allows it to make better decisions across the organization, from design to delivery. This makes for a more efficient and competitive business. But moreover, the implementation of Sage X3 is providing food for thought on how the business itself operates.

The future

The project is at a very exciting stage where, as processes are carried out and benefits are being obtained, Hega Hogar is being inspired to ask Azeta to investigate new ways of working.

“New ideas come up”, Sergio says. “How you think about your own business changes because you can see a lot more possibilities, after being so limited in the past. From the commercial process, the sales process through to the goods distribution stage, and so on, it’s all benefits, and the client obviously isn’t going to stop growing with this product. And we’re there alongside them, together with Sage, of course.”



Sage

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