

CONTAX

Global Health and Wellness Company Adopts SAP S/4HANA to Unify Operations on a Single Integrated ERP Platform

Vitamins, Minerals, and Nutritional Supplements

Company Background:

A leading health and wellness company recognized for its portfolio of vitamins, minerals, and nutritional supplements. Its products are available in over 45 countries, with strong market presence across North America, Asia, and other international regions. The company is committed to sustainable sourcing, eco-conscious packaging, and minimizing environmental impact. With a focus on innovation, global expansion, and strategic brand development, it continues to grow its reach and product offerings.

Company Overview:

- Industry: Health & Wellness / Consumer Packaged Goods (CPG)
- Employees: Approximately 1,000+ globally
- Headquarters: Toronto, Ontario, Canada
- Publicly Traded: Listed on the Toronto Stock Exchange

What They Do:

The company develops, manufactures, and markets natural health products, including:

- Vitamins & minerals (like Vitamin D, C, multivitamins)
- Herbal remedies and specialty supplements
- Protein powders and probiotics
- Their products are sold in over 45 countries, where they are often seen as one of the most trusted health brands.

Manufacturing & Quality:

The company operates its own state-of-the-art GMP-certified manufacturing facilities in Windsor, Ontario, Canada and places a big emphasis on quality assurance and sourcing transparency.

Fun Fact:

They've been around for over 100 years, making them one of the longest-standing wellness brands in Canada. It's very likely that you've grown up with this company's vitamins in your medicine cabinet!



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The Challenge:

Over the past several years, this leading Canadian health and wellness brand, underwent substantial transformation. This evolution, driven by organic growth and a series of strategic acquisitions, resulted in the use of multiple legacy software platforms (such as QAD, Deacom, Excel, and other legacy systems) to manage its operations. With data scattered across numerous systems, the organization faced significant challenges in streamlining processes and producing consolidated, actionable reporting.

To continue scaling effectively, leadership recognized the urgent need for a unified ERP platform that could bring operational cohesion across all business units.

Key Objectives:

This internationally recognized supplement manufacturer, with a reputation for quality and compliance, defined several critical objectives for its ERP transformation. Chief among them was improving production scheduling and execution—ensuring the flexibility to meet custom orders rapidly while upholding stringent product quality standards.

In materials management, the team required complete visibility of inventory movements, with robust support for lot tracking, expiry management, and control over raw material and finished goods transfers across internal sites and third-party partners. This dovetailed with the company's need for advanced warehouse management, including barcoded bin control, mobile device integration, and custom RF workflows.

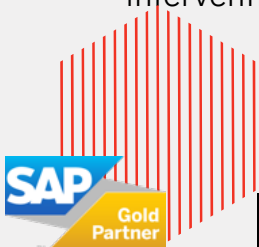


“Supporting this global client through their SAP S/4HANA transformation was both a complex challenge and a tremendous opportunity. Our role was to guide them through a fundamental shift; not just in technology, but in the way they run their business. It was incredibly rewarding to help streamline operations, unify data, and lay the groundwork for scalability and innovation. This was more than a system implementation ... it was a true digital reinvention

Roberto Franchini, Project Manager, CONTAX Inc.”

As a manufacturer subject to strict regulatory requirements, the company placed strong emphasis on quality assurance, prioritizing automated quality checks and full lot traceability. The R&D team, responsible for pioneering product innovation, sought purpose-built tools to manage recipes, plant trials, and cost modeling.

To support its high-volume, multi-channel sales model, the company needed a robust order management system that could handle EDI, web, and email orders with minimal manual intervention and clear exception handling.

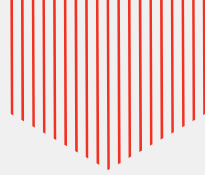


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Shipping and logistics workflows were targeted for automation and real-time tracking, while demand planning tools were required to support 12–18-month rolling forecasts that accounted for seasonal trends and promotional activity. Improved oversight of contract manufacturing and tolling operations was also essential to ensure visibility of materials flowing to and from co-packers.

With a thriving e-commerce presence and retail footprint, the company needed seamless integration with major platforms and automated EDI across all fulfillment and trading partner communications. Additionally, the ERP system needed to accommodate operations with third-party logistics (3PL) providers, enabling smooth order fulfillment for both direct-to-consumer and B2B channels.

On the procurement side, the goal was to enable intelligent purchasing decisions based on real-time data, while the finance function needed strengthened capabilities in accounting, AP/AR, costing, treasury, and reporting to support the company's growing complexity and compliance requirements.

The Solution:

To address the complexity and inefficiencies caused by years of rapid growth and strategic acquisitions, CONTAX was selected as the customer's SAP Value Added Reseller (VAR) and primary Systems Integration (SI) partner. Together, they implemented SAP S/4HANA as a unified ERP platform to streamline operations across all business functions.

The new solution replaced a patchwork of legacy systems with a single, integrated platform. This digital transformation consolidated data across departments, enhanced real-time visibility, and brought operational processes under one roof.

Key business functions such as production scheduling, material and warehouse management, and quality assurance were centralized to improve agility and responsiveness. CONTAX developed custom RF transactions to support barcode-based warehouse operations, while automation of quality control processes helped maintain strict compliance and traceability; critical for a brand built on trust and safety.

In the R&D space, S/4HANA enabled dedicated recipe development, costing, and version



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control—separated from day-to-day production activities to foster innovation.

On the order management front, the new system handled high-volume, multi-channel intake—including EDI, e-commerce, email, and phone orders—with minimal manual intervention. Integrated shipping tools automated global documentation and carrier selection, reducing overhead and human error.

Advanced forecasting and distribution planning tools were leveraged to align inventory with seasonal trends and promotional campaigns. At the same time, the solution enhanced visibility and control over tolling, contract manufacturing, and external 3PL warehouses, creating end-to-end supply chain transparency.

Real-time EDI integration was enabled through CONTAX's Arcus EDI managed service, allowing seamless document exchange with trading partners and removing the burden of internal EDI infrastructure.

On the procurement side, the business gained intelligent automation and real-time insight into supplier performance and constraints. Financial operations were unified under a single source of truth, greatly improving reporting, compliance, and cost controls.

Ultimately, SAP S/4HANA gave this iconic Canadian wellness brand a future-ready foundation—one that supports continued growth, scalable innovation, and operational excellence across the globe.

“ I would like to recognize and thank each and every one of you who has helped us get to this point. Your hard work and dedication to this project has not gone unnoticed. I know this has been a long process, but we are excited and ready for the next phase of growth ... I look forward to celebrating our continued growth with our new ERP in the months and years to come.

President and CEO



Project Challenges and Lessons Learned:

Like many large-scale ERP transformations, the S/4HANA implementation faced key challenges, most notably around data readiness and change management, that provided valuable lessons for future projects.

Data quality emerged as the most critical factor impacting multiple phases of the project. Deficiencies in legacy data constrained testing, limiting the ability to simulate end-to-end




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and operational excellence across the globe. business scenarios. Training sessions were similarly affected, as a lack of realistic data made it difficult for users to fully grasp and practice new processes. At go-live, lingering data issues created operational bottlenecks and placed additional demands on the support team.


For customers that may be headed down this journey soon, we recommend establishing a comprehensive enterprise data strategy that precedes and drives all other project activities. This includes setting clear ownership for master data cleansing, defining measurable data quality metrics, and launching data workstreams well before testing and training phases begin. Additionally, ensuring a well-resourced support team at go-live helps resolve data issues swiftly and maintain business continuity.

On the change management side, end users initially struggled to understand the broader impact of the new system and evolving role responsibilities. This highlighted the importance of early engagement and cross-functional alignment. Key takeaways included validating business requirements thoroughly prior to blueprinting, mapping current-state processes in detail, and involving frontline users during process design. Simulating new workflows before full rollout and clearly documenting role-based changes helped build confidence and reduce rework.



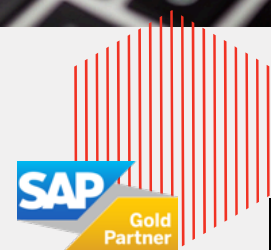
The Result:

In March 2025, the client successfully went live with SAP S/4HANA, implementing a comprehensive suite of functionality across production, supply chain, finance, and more. The go-live marked the culmination of a major transformation effort that consolidated legacy systems, including QAD and Deacom, into a unified ERP platform. Data was migrated over the course of a single week, combining inputs from legacy platforms and supplemental spreadsheets to create a centralized source of truth.



Seamless integrations were established with key partners and systems, including multiple e-commerce platforms like Shopify, a major 3PL provider in Metro Supply Chain, the Telus trade promotion management solution (TPMS), and business intelligence tools including Informatica, Snowflake, and Tableau. EDI operations were fully automated and managed through CONTAX's Arcus service.

The project not only addressed long-standing operational inefficiencies but also laid a digital foundation for future scalability and innovation.



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