

Edita Food industries achieves integrated all-round IT support with ServiceDesk Plus

ManageEngine





About Edita

Edita Food Industries was established in 1996 by the Berzi family and Chipita International (through Exoder Limited) and holds a leading market share in each of its six segments that span the Egyptian snack food market, including the cake, croissants, rusks (baked wheat), wafers, and candy segments. Today

Edita is one of the leading Fast Moving Consumer Goods (FMCG) companies in Egypt and the Middle East with c.6,000 employees and 154 stock-keeping units (SKUs). The company is well known for its consistently high quality products and strong brands including Molto, TODO, Bake Rolz, Bake Stix, Mimix, HoHo's, Freska, Twinkies, Tiger Tail and Oniro. Edita acts also as the sole regional distributor of several brands of imported sweeteners, olive oils, and pasta.

Edita brands are a part of everyday life in Egypt and 17 other countries across the Middle East & North Africa.

Business challenge

Before it deployed ManageEngine solutions, Edita Food industries found it difficult to manage around 200 assets that utilized a large suite of software packages across multiple locations. Tadros Nabil Edita's Application Support Section Head, determined the organization needed efficient integrated asset management software. Because change management were essentially unused in the organization, his team also introduced a proper Information Technology Infrastructure Library (ITIL®)-based system.



The Solution: ManageEngine

Edita Food Industries' priority was choosing an integrated, one-stop software solution. ManageEngine ServiceDesk Plus provided Edita Food Industries with an ITIL-ready, feature-rich help desk solution at an affordable price point. Most facets of IT support are captured in the system, and ServiceDesk Plus delivered a perfect solution for Edita Food Industries' IT challenges.

Especially during the pandemic lockdown, ServiceDesk Plus became Edita Food Industries' central communication tool between its IT technicians. Managing assets, including PCs and notebooks, became easy to track with ServiceDesk Plus' built-in agent that enabled Tadros and his team to monitor the system easily.

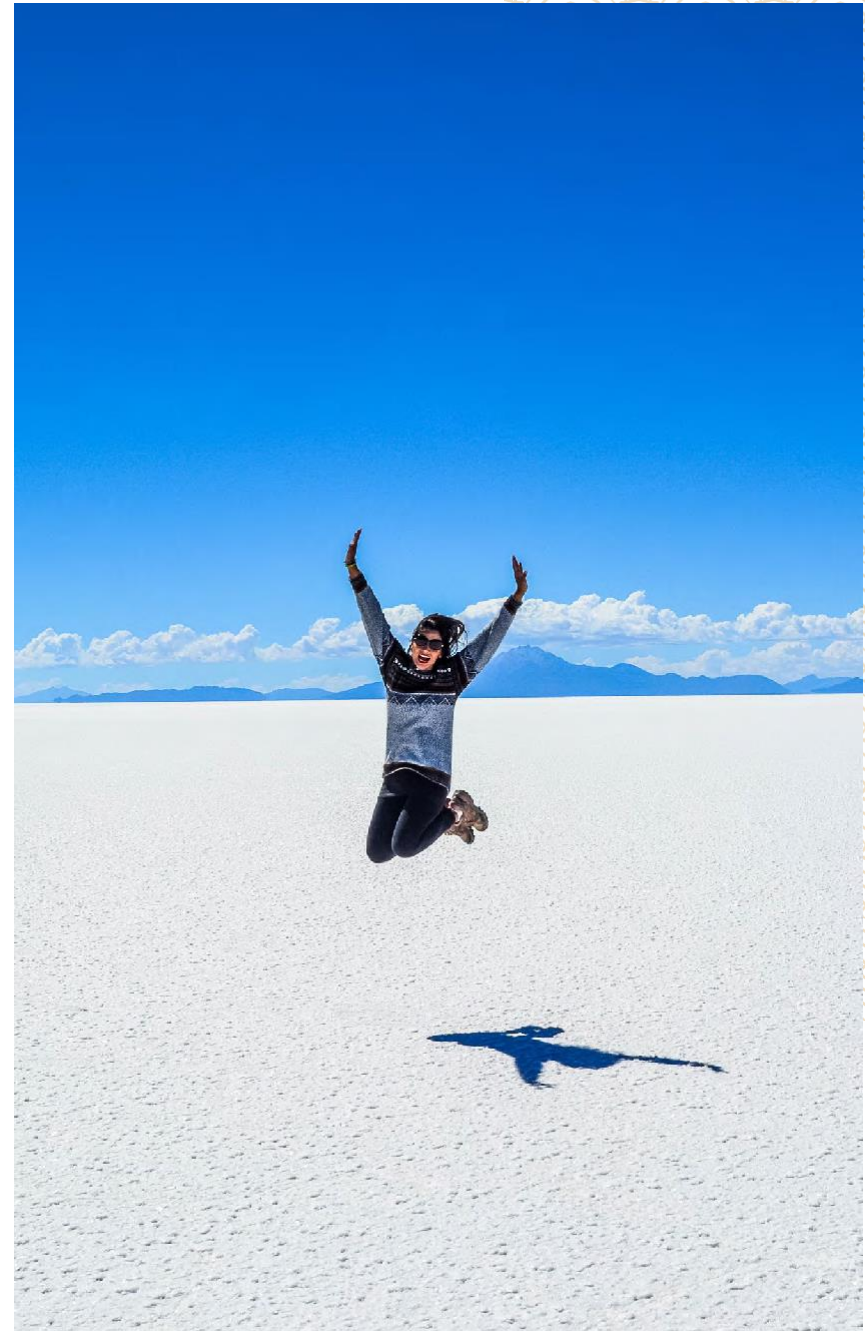
Beyond change management, asset management, and license management that has been especially beneficial for Edita Food Industries, the IT team also started utilizing and appreciates ServiceDesk Plus' project management feature.

The ManageEngine Experience

After evaluating and short listing many products, including Service Now, Vivantio, GLPI and Solarwinds Service Desk, Edita Food Industries selected ManageEngine's Service Desk Plus.

In January 2019, the IT team took advantage of four days of on-site training and configuration guidance, which they found helpful. Tadros was particularly impressed with how the training helped the IT team get up and running with ServiceDesk Plus quickly and efficiently, even as it was overloaded managing its standard IT responsibilities.

Edita Food Industries trusts ManageEngine as a known brand with great support services. Tadros appreciates how there is continuous development on ServiceDesk Plus and other ManageEngine products. The IT team is evaluating other products that integrate well with ServiceDesk Plus, especially ManageEngine's remote work solutions.





About ServiceDesk Plus

ManageEngine ServiceDesk Plus is ITIL-ready help desk software with integrated asset and project management capabilities. With advanced ITSM functionality and easy-to-use capability, ServiceDesk Plus helps IT support teams deliver world-class service to end users with reduced costs and complexity. It comes in three editions and is available in 29 different languages. Over 100,000 organizations across 185 countries trust ServiceDesk Plus to optimize IT service desk performance and achieve high end-user satisfaction. For more information about ServiceDesk Plus, visit

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About ManageEngine

ManageEngine crafts the industry's broadest suite of IT management software. We have everything you need — more than 90 products and free tools — to manage all of your IT operations, from networks and servers to applications, service desk, Active Directory, security, desktops, and mobile devices.

Since 2002, IT teams like yours have turned to us for affordable, feature-rich software that's easy to use. You can find our on-premises and cloud solutions powering the IT of over 180,000 companies around the world, including nine of every ten Fortune 100 companies.


As you prepare for the IT management challenges ahead, we'll lead the way with new solutions, contextual integrations, and other advances that can only come from a company singularly dedicated to its customers. And as a division of Zoho Corporation, we'll continue pushing for the tight business-IT alignment you'll need to seize opportunities in the future.



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