



# Harnessing HPE GreenLake for service-based IT infrastructure

**BELL  
FOOD  
GROUP**



- Simplifies management of hybrid workloads
- More time and resources available for innovation
- Transparent and accurate pay-per-use billing

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## COMPANY & CHALLENGE

The Bell Food Group is one of the leading meat and convenience food processors in Europe. Its product range includes fresh meat, poultry, charcuterie, seafood, as well as ultra-fresh, fresh, and shelf-stable convenience and vegetarian products. With brands such as Bell, Eisberg, Hilcona, Hügli, and other specialty companies, the group meets a wide range of customer needs.

Customers include retailers, food service companies, and the food industry. The Bell Food Group is the market leader in Switzerland and in certain product segments in several European countries. Around 13,000 employees in 15 countries generate annual sales of over CHF 4.5 billion. The Bell Food Group is listed on the Swiss stock exchange.

“We have grown very rapidly in recent years, primarily through acquisitions. This inorganic growth has led to a heterogeneous IT landscape within our group, which has 64 European locations,” explains Sven Friedli, CIO of the Bell Food Group, describing the initial situation. “We had factory expansions, new, highly automated logistics centers, and digitalisation projects in the pipeline. With our mix of distributed on-premises systems, we could no longer guarantee the required performance and the 24/7 availability that is essential in the fresh food sector.”



The Bell Food Group also increasingly struggled to find the necessary specialists to operate the in-house systems. A change in strategy was imperative. The group-wide IT infrastructure was to be standardised, centralised in a data centre, and managed by an external partner in the future.

“We wanted to concentrate on those areas where process knowledge is required and outsource the basic infrastructure operation to a partner who could do it better and more comprehensively,” summarises Sven Friedli.

## SOLUTION

### IT Infrastructure as-a-Service with HPE GreenLake

Through a tender process, contact was established with HPE Platinum partner LAKE Solutions AG, a Ricoh company, and they were ultimately selected as the partner for the ambitious standardisation and centralisation project.

Within a very ambitious timeframe – driven by the construction of a large logistics center in Oensingen – the concept was developed in collaboration with LAKE Solutions AG.



With HPE GreenLake, we are now much more agile and flexible, and benefit from maximum availability and security. And most importantly, we can now fully concentrate on our projects and no longer have to tie up resources in infrastructure operations.

SVEN FRIEDLI  
CIO  
BELLFOOD GROUP



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The core of the new central data centre consists of HPE servers and storage systems, which are installed locally under an HPE GreenLake contract and subsequently used on an “as-a-service” basis. This combines the security of an on-premises infrastructure with cloud benefits such as maximum scalability, agility, and cost transparency. From procurement and implementation to operation and decommissioning of the systems, the Bell Food Group receives everything as a service from a single source: LAKE Solutions AG.

In addition, many workloads have been migrated to the new central data centre. At some locations, VMware SAN solutions are run on HPE hardware to optimise latency.

“The internationally distributed IT landscape of the Bell Food Group required certain adjustments to the GreenLake contract, to which HPE responded flexibly,” says Hesekeel Köber, who manages the account for LAKE Solutions AG.

## BENEFITS

### Outsourced infrastructure operations create space for innovation

“We have completely outsourced our IT infrastructure, up to the virtualisation level, to a service partner, and will now

have only a single point of control for managing the entire infrastructure,” continues Sven Friedli. “This represents a major step in our digitalization strategy.”

He adds: “With HPE GreenLake, we are now much more agile and flexible, and benefit from maximum availability and security. And most importantly, we can now fully concentrate on our projects and no longer have to tie up resources in infrastructure operations.”

The new solution includes a multi-layered security concept that, in the event of a technical malfunction or cyberattack, makes it possible to restore all systems within a very short time, minimising business impact.

The experienced CIO heaps praise on his project partners LAKE Solutions AG and HPE: “The best technology is important. But people make the difference. In this ambitious project, everyone pulled together and made something truly great possible. The team at LAKE Solutions AG provided excellent advice and communication and was always ready to deliver. HPE, in turn, offered pragmatic solutions to tricky contractual issues, so that today we have a practical and financially viable solution that gives us room for further growth.”



“We are proud that we achieved the transformation despite the extremely tight timeframe.”

HESEKIEL KÖBER  
ACCOUNT MANAGER  
LAKE SOLUTIONS AG



Hesekiel Köber of Lake Solutions is also pleased with the successful project: “The deadline was extremely challenging, and the fact that this involved a Europe-wide infrastructure with dozens of locations presented us – and also HPE – with new challenges. Our company structure proved advantageous here. As a wholly-owned subsidiary of the global Ricoh Group, we were able to draw on local network partners in several countries for the project.”



LAKE Solutions AG is an HPE Platinum Partner. For over 20 years, it has been a successful independent ICT service provider, system integrator, and cloud provider in Switzerland. With in-depth expertise and market-leading products, it develops on-premises, cloud, and hybrid infrastructure solutions precisely tailored to customer needs. Its core competencies include data center infrastructures, virtualization, smart workspace, messaging and collaboration, and network and security.

LAKE Solutions AG is a wholly owned subsidiary of Ricoh (Switzerland) Ltd.

## ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh’s global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: [www.ricoh.com](http://www.ricoh.com)



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