

Hershey's Fault Not So-Sweet Blunder One of the ERP implementation failures was the failure of Hershey's Chocolate in 1999 With a looming fright in 2000, the company quickly rolled out the ERP implementation period at 30 months instead of the suggested 48 months. Hershey's was determined to deploy its ERP solutions before the start of 2000, and the results were amazing But after trying to deploy three ERP technologies simultaneously, different company departments were in conflict with each other, and this conflict and misunderstanding led to failures of systems testing, data migration, and training The problems were so bad at the time that Hershey's couldn't fulfill orders worth \$100 million, despite having this product in stock. Hershey's ERP implementation failure is a powerful and important example of how a well-researched ERP implementation By preventing companies from overloading their existing systems by doing too much at once