

SAP Customer Success Story

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Yaohua Chen, Project Manager, DPCA



AT A GLANCE

Company Name

DPCA
China
www.dpca.com.cn

Industry

Automotive

Key Challenges

- Lack of transparent, real-time information, including financial data
- Nonintegrated IT landscape

Implementation Partner

SAP® Consulting, a part of SAP Customer Services Network

Solution and Services

- Implementation services, systems integration, project management, and training provided by SAP Consulting
- SAP Active Global Support, a part of SAP Customer Services Network
- SAP software for financials and logistics

Existing Environment

SAP R/3®, now available in mySAP® ERP

Implementation Highlights

- Timely completion of complex project
- Effective coordination of resources

Key Benefits

- Lower operating costs and streamlined system management
- Greater insight into critical business data and enhanced decision making
- Standardized business processes

Hardware

Sun 6800

Operating System

Solaris 8, with Oracle database

DPCA

SAP® CONSULTING HELPS LEADING AUTOMOTIVE COMPANY INTEGRATE HETEROGENEOUS SYSTEMS AND STANDARDIZE PROCESSES

In China's fiercely contested automotive market, it takes leading-edge IT to stay ahead of the pack. And that's why Dongfeng Peugeot Citroen Automobile Company Ltd. (DPCA) uses SAP® software.

Founded in 1992, DPCA is a joint venture between DFM (China), PSA (France), and other stakeholders. Headquartered in Wuhan, Hubei, China, DPCA manufactures affordable, high-quality noncommercial vehicles at its two state-of-the-art production facilities. During the coming years, the enterprise aims to increase its annual output from 100,000 to 300,000 units, and to raise its international profile.

LIMITED VISIBILITY

DPCA first installed SAP software for enterprise resource planning (ERP) back in the late 1990s. However, the SAP software, which was mainly deployed for financials, was not integrated with the automaker's other systems, making it difficult to introduce standardized processes and hampering interdepartmental communications. What's more, the company lacked up-to-the-minute insight into critical facts and figures, such as the value of vehicles in inventory.

NEW CAPABILITIES PLUS TIGHTER INTEGRATION

To overcome these issues, DPCA decided to implement additional SAP financials and logistics functionality. In addition, the automaker wanted to forge closer links between its SAP software and other systems – no easy task, given the number of stand-alone products and the data volumes involved. In fact, the project required no less than 20 interfaces to solutions, including vehicle sales and PSA’s master data system.

DPCA opted for this combination of SAP functionality and systems integration on the basis of a similar implementation at PSA in France. The French company’s processes also provided a valuable point of reference for the project.

INDUSTRY-SPECIFIC SKILLS AND BEST PRACTICES FROM SAP CONSULTING

DPCA chose SAP Consulting as its implementation partner. “We were very impressed by the SAP consultants,” says Yaohua Chen, project manager at DPCA. “They not only had the SAP-specific skills we required, they also brought industry best practices and a wealth of hands-on experience to our project.” Fast access to the global SAP ecosystem was another key argument in SAP Consulting’s favor, helping to fend off strong competition from a number of other service providers. The SAP Consulting organization is part of SAP Customer Services Network, a single point of access for consulting, education, support, custom development, and hosting services from SAP.

TECHNICAL SKILLS AND EXPERT PROJECT MANAGEMENT

SAP Consulting helped kick off the project in June. In addition to performing implementation and integration tasks, SAP Consulting provided project management services, coordinating communications between the financials and logistics teams. SAP project managers also delivered regular updates on progress and risks. “The SAP consultants kept a close eye on our project and ensured we had the right resources for the job,” states Chen.

LEVERAGING THE SAP ECOSYSTEM

SAP Consulting facilitated communications between DPCA and experts from SAP Active Global Support, which is also part of SAP Customer Services Network. And in the run-up to go-live, the consultants used the SAP GoingLive™ Check service to ensure a smooth transition to production. They also coached the DPCA team, delivering effective training on the new functions, knowledge transfer on the product, plus project management skills.

Thanks to close collaboration between all parties, the financials capabilities went live in January of this year, with service parts and purchasing following, as planned, in April.

STREAMLINED PROCESSES AND ENHANCED INSIGHT

With its new SAP functionality and better integration, DPCA now enjoys standardized business processes. Thanks to consolidated processes, the company has also lowered systems operating costs and simplified system management tasks, such as maintenance of user profiles. DPCA is now able to handle these and other administrative activities centrally – significantly reducing overhead.

With new financials capabilities, the company has greater insight into critical business data. Managers can easily generate reports for key performance indicators (KPIs), receiving early warnings of potential budget issues. And DPCA’s financials department has rapid access to integrated data – which makes for faster monthly closings.

A SATISFIED CUSTOMER

“The functionality and integration delivered by SAP software give our managers and user departments rapid, easy access to consistent, high-quality information – providing a sound basis for decision making,” says Chen. “Close cooperation with SAP Consulting throughout our project ensured that the implementation was completed quickly and successfully.”