

## SAP Customer Success Story Engineering, Construction, and Operations – Boat Equipment



**“With software as flexible and rich as mySAP All-in-One and SAP NetWeaver Business Intelligence, we know we will be able to develop and enhance our operations to ensure we meet our targets.”**

Patrick Frasset, Chief Executive Officer, Plastimo

### AT A GLANCE

#### Summary

Plastimo is one of the leading European manufacturers of boating equipment with more than 40 years of experience and a dedicated staff of 650. This small-to-midsize enterprise (SME) chose the mySAP™ All-in-One qualified partner solution to help it more effectively manage its business.

#### Web Site

[www.plastimo.com](http://www.plastimo.com)

#### Key Challenges

- Structure the group and more effectively guide its strategic development
- Optimize and integrate all logistics processes
- Provide consolidated data and a transparent view of financials company-wide
- Ensure reactivity in a highly competitive market company-wide
- Drive the strategic vision of top management, committed to growth

#### Project Objective

Implement a comprehensive IT solution to manage a complex web of expanding operations

#### Solutions and Services

- mySAP All-in-One qualified partner solution
- SAP NetWeaver® Business Intelligence component

#### Why SAP® Solution

- Perfect fit for SMEs
- Support for future growth
- Support for business analytics

#### Key Benefits

- Greater ability to manage complex processes
- Expected 15% reduction in inventory
- Improved ability to support growth and expansion

#### Implementation Partner

Netpeople ([www.netpeople.fr](http://www.netpeople.fr))

#### Existing Environment

Outmoded, highly customized solution for enterprise resource planning

#### Hardware

HP

#### Operating System

UNIX

## PLASTIMO

### Plastimo Uses the mySAP™ All-in-One Qualified Partner Solution to Shore Up Its Performance

“When the group’s sales began to skyrocket, we badly needed to consolidate both financial and sales data,” says Patrick Frasset, chief executive officer of Plastimo, one of the leading European manufacturers of boating equipment, with more than 40 years of experience and a dedicated staff of 650. “On top of that, our business operations were highly complex and we needed to be able to manage them effectively; we manufacture more than 50% of the products we sell – safety equipment, navigation instruments, mooring and deck hardware, foul-weather clothing, and so on. That amounts to more than 50,000 different products in all, and involves the industrial expertise associated with plastics engineering – for injection molding and coated fabrics, for example. In addition, the Plastimo group comprises 17 companies with customers and suppliers all over the world.”

And that’s why this small-to-midsize enterprise (SME) implemented the mySAP™ All-in-One qualified partner solution – to help it manage its complex network of operations and gain support for future growth.

Frasset goes on to explain that the €120 million company, which had been using an enterprise resource planning (ERP) solution since 1980 (rare for an SME), decided to upgrade its old system not only because it had been overly customized, but also because the developer was about to go out of business.

Armed with its requirements, Plastimo put out an invitation to tender to ERP vendors. “The company looked at all of the major companies except SAP because, at the time, SAP® software was too costly for an SME. We were only half the size of the group today,” says Frasquet.

### **Best Match for Company**

Frasquet continues: “During the selection process, SAP changed its commercial policy on SMEs, and its solutions suddenly became affordable for us. We added SAP to our short list, and soon discovered that it offered the best match for our company. We were particularly impressed by the sheer power of SAP’s commercial management functionality.”

Plastimo then signed a contract with SAP – which covered software for financials, controlling, materials management, production planning, sales and distribution, and warehouse management – and engaged a systems integrator to implement the solution. After a propitious start, the project team ran into major difficulties involving resource order booking and cost-price calculation. “For four months, the systems integrator beat around the bush. Our own internal team gradually became unmotivated, and in the end we decided to call a halt to the project,” recalls Frasquet.

Plastimo then went in search of a new systems integration specialist. “After having looked at numerous potential partners, we came across the small team from Netpeople that knew how to solve the problem,” says Frasquet. “By that time, it was already July, and given the seasonal nature of our business, we wanted to have the new solution up and running by the following spring. The four consultants from Netpeople who subsequently came on board were fantastic; they succeeded in remobilizing our internal team and got the system off the ground well before spring.”

Even though Plastimo did not meet its original deadline and budget, it nonetheless views the project as a success – thanks to Netpeople and the internal team of eight team leaders who

dedicated more than 50% of their time to the project. The team – which included managers and specialists representing all of the group’s areas, from the R & D department all the way down to the stores – helped define the project’s parameters and trained the users, ensuring that Plastimo employees accepted the new solution early on.

### **Numerous Advantages: A Measure of Success**

The numerous advantages that Plastimo realized as a result of the implementation are a real measure of the project’s success. However, the launch of the solution at Plastimo France (the group’s €35 million flagship company, which includes a manufacturing plant and a centralized warehousing facility) was not

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*Patrick Frasquet, Chief Executive Officer, Plastimo*

without glitches. “Some processes weren’t identified and so were not covered by the solution,” says Frasquet.

Netpeople came to the rescue once again, and after three months of frantic work, Plastimo at last had a comprehensive, integrated solution that supports all its work-flow tasks, from the initial customer order all the way up to payment settlement. In addition, standardized codes enable Plastimo France to manage some 15,000 articles far more efficiently.

The first concrete advantage Plastimo experienced from the new solution was the significant improvement in logistics performance. Plastimo expects this to translate into a 15% reduction in stock levels. The second concrete advantage is increased productivity.

“To illustrate, one of the indicators we measure is shipment volumes. Before implementing SAP software, we were able to process 45 orders per hour per operator; today we can process 60,” says Frasquet. “This indicator is very important for us; it demonstrates our capacity to cope with seasonal peaks!”

The third advantage comes from the solution’s ease of deployment. “Today, two-thirds of our subsidiaries run SAP software, and our aim is to complete the rollout throughout the entire group in the next few years. Many of these entities are very small operations that would never be able to buy a solution as powerful as this,” says Frasquet.

### **Going One Step Further**

With an annual growth rate of 11%, Plastimo decided to go one step further and enhance its new information system with the SAP NetWeaver® Business Intelligence (SAP NetWeaver BI) component. “After having set up new processes and automated and consolidated different data flows, we wanted to empower the group’s management,” emphasizes Frasquet. “That’s why we enriched our mySAP All-in-One solution with the SAP business intelligence solution, which was also implemented by Netpeople.”

In order to quickly and efficiently adapt to market requirements, Plastimo must be able to provide all departments with reliable sales indicators at any given time (by country, sector, brand, product, and customer) – just as the large distributors do. And because Plastimo manages several thousand products and has stock all over Europe, having the ability to effectively manage sales operations and ensure effective pricing strategies is of primary importance. “We must constantly analyze performance and compare it against the various subsidiary companies,” explains Frasquet. “Thanks to SAP NetWeaver Business Intelligence, we are able to perform internal benchmarking. We can manage data more easily, carry out dynamic analyses, check the top 50 products in terms of sales or margins, and highlight under-performing products. The solution not only offers terrific support for decision making; it is flexible and user-friendly as well.”

At Plastimo, auditors and sales managers alike use SAP NetWeaver BI to analyze statistics captured by mySAP All-in-One, while upper-level managers benefit from functionality that allows them to more easily predict production needs, stock levels, and sales per season.

Plastimo also relies on SAP NetWeaver BI for an historical view of orders, allowing seasonal comparisons. With these results, the marketing team can then refine its strategy by concentrating on a specific product line, country, area, or distributor. In addition, employees can use SAP NetWeaver Business Intelligence to improve their knowledge of the customer. “Our 50 users very quickly understood the benefits of SAP NetWeaver BI,” says Frasquet, who is certain that the business intelligence solution will provide new momentum for the group.

Plastimo next plans to implement SAP NetWeaver BI for treasury and inventory management, in order to optimize the group’s financial and logistic flows.

### **Meeting All Expectations**

Plastimo reports that so far the SAP software has fulfilled the company’s expectations. With the solutions in place, Plastimo has been able to structure the group and more effectively guide its strategic development. It has also been able to optimize and integrate all logistic processes, and consolidate all financial and commercial data, giving it a clear view of all global activities around the clock.

Frasquet says in conclusion: “According to an agreement made between our shareholders during a leveraged buyout, we must continue to achieve top performance. This means we constantly have to take an objective and critical look at our operations. With software as flexible and rich as mySAP All-in-One and SAP NetWeaver Business Intelligence, we know we will be able to develop and enhance our operations to ensure we meet our targets.”

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