

## SAP Customer Success Story Manufacturing



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Heinz Bodenstein, IT Manager, Rasselstein GmbH

### AT A GLANCE

#### Summary

Rasselstein GmbH is one of the top three European producers of tinplate, with 2,500 employees and annual sales of €868 million. By implementing components from the SAP NetWeaver™ platform, Rasselstein was able to improve communication and collaboration company-wide and achieve Web-based reporting.

#### Web Site

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

#### Key Challenges

- Integrate SAP® and non-SAP solutions using portal technology
- Create a standardized database and reclassify existing information for knowledge-based access

#### Project Objectives

- Provide universal and transparent access to all information
- Provide single sign-on using a role-based authorization concept
- Develop integrated knowledge management
- Optimize enterprise-wide cooperation between project groups through virtual collaboration rooms

#### Solutions and Services

SAP NetWeaver: the SAP Enterprise Portal and SAP Business Intelligence components

#### Why SAP Solution

- Support for Rasselstein's business strategy and future growth
- Easy integration of SAP and non-SAP solutions through a single, user-friendly portal interface
- Sustainable, service-oriented IT architecture

#### Implementation Highlights

- Implemented solution in short time frame, in spite of complex task of establishing a role-based authorization concept
- Developed integrated knowledge management and Web-based reporting

#### Key Benefits

- Increased productivity, thanks to accelerated access to information and various applications
- Enhanced business processes
- Streamlined strategic planning and decision making
- Improved product quality

#### Existing Environment

- SAP R/3® software, functionality now available in the mySAP™ ERP solution
- mySAP Supplier Relationship Management solution
- SAP Strategic Enterprise Management application
- SAP Environment, Health & Safety application

#### Database

Oracle

#### Hardware

- IBM RS/6000 SP2
- HP-Compaq ProLiant DL380

#### Operating Systems

- AIX
- Microsoft Windows 2003

## RASSELSTEIN

### SAP NetWeaver™ Helps Company Convert Information into Knowledge and Increase Its Competitive Edge

Maximum product quality to meet the highest demands: that's the tenet behind Rasselstein's success – and the reason why it uses SAP® software.

The ThyssenKrupp Steel AG subsidiary produces approximately 1.2 million metric tons of tinplate a year, ranging from electrolytic chromium-coated steel to organically coated material. As the only tinplate manufacturer in Germany and one of the top three European producers, the company and its 2,500 employees generated sales of €868 million in the 2003/2004 fiscal year.

Andernach, Germany-based Rasselstein started using SAP solutions in 1997, gradually building up an IT infrastructure that today includes a full range of SAP software for enterprise resource planning. Rasselstein also uses an intranet, some non-SAP applications, and an HP host computer for production.

### Accelerating and Improving Information Management

For a while, the company relied on interfaces to connect the individual systems, but there was no single database. This meant that users who were working with several applications at the same time had to log on to each individual system and search for information (for example, about development projects). “It was a laborious, time-consuming task,” recalls Heinz Bodenstein, IT manager at Rasselstein.



Rasselstein



As a result, the tinplate manufacturer decided to implement two components of the SAP NetWeaver™ platform: SAP Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI). The purpose: to unite existing applications in one single portal and improve information management.

“SAP NetWeaver connects people, information, processes, and technologies, making it the strategic platform for a sustainable and service-oriented IT architecture at Rasselstein,” says Bodenstein.

The company knew it was making the right decision. With single sign-on, Rasselstein employees would be able to personalize their workplaces and access all the information they require. Integrated knowledge management would enable them to obtain the information they need (regarding patents, operating instructions, contracts, and so on) in a structured manner, as and when required. “At the same time, we wanted to use SAP EP to set up a flexible virtual work environment for project teams,” explains Bodenstein.

### **A Fast, Successful Implementation with Immediate Benefits**

The project kicked off in mid-July, and in spite of the complex task of establishing a role-based authorization concept, the project was completed quickly – an accomplishment Bodenstein is proud of. By the beginning of October, the first 108 users from various departments and levels (technology, controlling, sales and distribution, and human resources) were already benefiting from the new portal.

“The positive effects were apparent shortly after the portal was set up,” says Bodenstein, describing the immediate advantages. “Search times and processing times decreased, while operations and workflow accelerated. Productivity clearly increased.” And now, thanks to virtual collaboration rooms, all employees in project groups who are, for instance, developing new production procedures, always receive comprehensive, up-to-date information. This minimizes redundancy and has a positive impact on product quality.



The company aims to have 900 of its employees working with the new enterprise portal by the end of fiscal 2005.

### **Valuable Knowledge Under One IT Roof**

“Today, rapid access to the complete store of company knowledge is a key competitive factor in the production process,” explains Johann Pausch, application development manager at Rasselstein. To get there, the company had to convert and restructure existing information – previously scattered about – to usable data, and organize it into knowledge fields. As part of this process, Rasselstein digitized all documents that were still in paper format, such as patents, operating instructions, and project reports, and saved them to a visual archive. Similarly, it resystematized information from shared folder systems and made it available on the intranet. “We gathered all company information under one IT roof, thereby creating the basis for integrated knowledge management,” says Pausch. This required a single, consistent database, which Rasselstein created using the SAP BI data warehousing component.

### **Key Figures at the Push of a Button**

Bodenstein is obviously more than pleased with the results of the implementation. “SAP NetWeaver enabled us to gain faster access to company knowledge,” he says. “For example, we use the reporting, analysis, and planning tools in SAP BI to create Web-based reporting.”

Now “at the push of a button,” managers receive important evaluations regarding all key performance indicators from development, production, sales and distribution, and financial accounting. “This improves strategic planning and decision making, enabling us to operate more flexibly on the market, ultimately increasing our competitiveness,” explains Bodenstein.

### **The Next Step: SAP Exchange Infrastructure**

Based on its positive experiences with SAP EP and SAP BI, the company has already initiated further projects. Rasselstein’s next step: implementation of SAP Exchange Infrastructure, another component in the SAP NetWeaver platform, to minimize the number of interfaces, simplify system administration, and reduce IT operating costs.