

SAP Customer Success Profile SAP Active Global Support



BDF ●●●●
Beiersdorf

BEIERSDORF

POWERED BY
SAP NetWeaver®

Known for leading international brands such as NIVEA, Eucerin, and la prairie, Beiersdorf AG offers high-quality products designed to meet consumers' skin- and beauty-care needs – products that are backed by 120 years of experience and research expertise. Today, some 16,500 people working around the world help ensure the Hamburg, Germany-based company's continuing success. Also a factor: SAP® software and services.

AT A GLANCE

Key Challenge

Optimize performance of logistics execution system (mySAP™ Supply Chain Management application) to accommodate a 30% higher workload during the holiday season

Project Objectives

- Improve system response times
- Optimize resource-intensive Microsoft SQL statements
- Optimize parameter settings

Why SAP® Services

Met customer's complex requirements

Key Benefits

- Identified areas of improvement (warehouse processes)
- Eliminated weak points in system performance
- Reduced transaction response times by 50%
- Streamlined business processes (including goods delivery)

Web Site

www.Beiersdorf.com

Industry

Consumer products – skin- and beauty-care products

Solution and Services

SAP® Safeguarding services, available through the SAP Active Global Support organization

Existing Environment

- SAP software for enterprise resource planning
- mySAP Supply Chain Management
- mySAP ERP Human Capital Management solution
- SAP NetWeaver® Business Intelligence component

Third-Party Integration

- Database server: DB2/zOS
- Application server: HP/Microsoft Windows 2003 Server

“Thanks to SAP

Safeguarding services, response times are twice as fast as before, which dramatically improves our operational business.”

Michael Niemeier,
Project Lead,
Beiersdorf Shared Services GmbH
(Beiersdorf's in-house service provider)

BSS
Beiersdorf Shared Services

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