

SAP Customer Success Story

“The European data warehouse [based on SAP BW] enables us to focus more clearly on the needs of our key accounts and tailor our offerings more closely to customers’ specific requirements.”

Wolfgang Illbruck, Manager for European Accounts, Brenntag AG



AT A GLANCE

Company Name

Brenntag AG
Europe
www.brenntag.com

Industry

Chemicals

Key Challenges

Enable access to key data for improved planning and decision making

Implementation Partner

SAP® Consulting

Solution and Services

SAP Business Information Warehouse, a key part of SAP Business Intelligence, a component in the SAP NetWeaver™ platform

Existing Environment

SAP R/3®

Implementation Highlight

Implemented pilot system for key account group in just 4 months

Key Benefits

- Centralized access to comprehensive data from 25 national subsidiaries
- Standardized, overall view of customers, suppliers, products, and markets
- On-demand access to up-to-date key figures, reports, and analyses
- Greater transparency, enabling systematic sales and marketing activities and end-to-end customer support
- Greater employee satisfaction, thanks to exceptionally user-friendly solution

BRENNTAG AG

SAP® BUSINESS INTELLIGENCE DELIVERS CONSOLIDATED INFORMATION AND INSIGHT AT LEADING CHEMICAL DISTRIBUTION COMPANY

For Brenntag AG, maintaining and strengthening its market leadership by deploying state-of-the-art IT technology is a top priority. Against this background, the company chose to implement SAP® Business Information Warehouse (SAP BW) in a pilot project at its European subsidiaries to aggregate customer and market data on a central, standardized platform.

Brenntag AG has more than 125 years of experience in distributing industrial and specialty chemicals to a variety of sectors. The company's worldwide distribution channels ensure the cost-effective, safe, and environmentally friendly flow of goods between major chemical manufacturers and their customers. With more than 300 sites in some 50 countries, revenues of €4.3 billion in fiscal 2002, and a workforce of 8,300, Brenntag remains the world's leading chemicals distributor.

STANDARDIZED EUROPEWIDE DATA WAREHOUSING SOLUTION

Markus Klähn, vice president of corporate development and IT, Brenntag, explains the company's decision to go with SAP: "After an intensive, competitive analysis, we opted for the SAP solution, since it offers comprehensive functionality, is based on future-proof SAP technology, and complements our existing and proposed SAP landscape." Brenntag's European data warehouse is based on SAP BW, which is a core part of SAP Business Intelligence, a key component in the SAP NetWeaver™ platform.



Today, the user-friendly SAP BW solution provides Brenntag with a central, standardized platform that allows it to integrate and more effectively manage comprehensive customer and market data throughout some 25 European subsidiaries. With access to figures such as sales volumes and profit margins, managers can perform fast, accurate analyses, providing a sound basis for decision making and planning. In addition, accurate, up-to-the-minute information gives Brenntag exactly what it needs to provide end-to-end customer support and service across national borders – and to master the challenges of an increasingly expanding international business. What's more, the solution frees up resources formerly used for time-consuming, manual data collection.

A RAPID, SUCCESSFUL IMPLEMENTATION

A team of nine in-house IT and business professionals from five countries took part in the pilot project. SAP Consulting – which, according to Brenntag, provided an impressive project plan during the selection process – came on board to help with the implementation, offering SAP-specific skills. Using a phased approach, the team first implemented the pilot system for Brenntag's European key account group. The implementation took just four months.

When issues arose, the team members reacted quickly and effectively. For example, to resolve the challenge of a nonstandard format for the subsidiaries' customer master data, they introduced an add-on solution. In addition, in order to deal with a massive amount of heterogeneous product master data, the team created a product catalog, containing some 130,000 local codes for around 30,000 items.

Overall, the project was a success. Dr. Dirk Beier, project manager and in-house consultant for corporate development at Brenntag, sums up the company's experience: "Thanks to expert advice from SAP, the project was completed quickly and effectively. We achieved our ambitious goal of introducing a European data warehouse – within budget and on schedule."

The pilot system now handles data for more than 60 key accounts, 2,000 production sites, and 4,000 shipping addresses in Europe. But, there's more to come. Brenntag plans to use SAP BW for the company's international operations to help streamline global sourcing and cross-border marketing of specialty chemicals. Building on the success of the pilot project, Brenntag will be able to rapidly roll out the solution to its international business units, enabling them to reap the benefits of integrated information.