

SAP Customer Success Story



GE Bayer Silicones, the leading manufacturer of silicone products in Europe, uses mySAP™ Product Lifecycle Management (mySAP™ PLM) and its environment, health, and safety (EH&S) functions to manage substance data and the classification of dangerous goods throughout the whole concern. This allows the company to securely manage its environmental and safety-relevant data and to comply with legal regulations.

 GE Bayer Silicones 



GE BAYER SILICONES GMBH & CO. KG

LEADING SILICONE PRODUCER IN EUROPE USES mySAP™ PLM EH&S TO INTEGRATE GLOBAL SUBSTANCE DATA MANAGEMENT INTO LOGISTICS AND SALES AND DISTRIBUTION

GE Bayer Silicones evolved out of the merger in 1998 between the silicones division of Bayer AG and General Electric Silicones Europe. As a result, the Leverkusen, Germany-based company is now one of the leading producers of silicone products in Europe, with production sites throughout Germany, the Netherlands, the U.K., and India. Together with its parent company, Bayer AG, and its sister companies, GE Silicones in the United States and GE Toshiba Silicones in Japan, GE Bayer Silicones forms a global alliance that ensures a market presence anywhere in the world.

UNIFORM SUBSTANCE DATA MANAGEMENT ACROSS THE COMPANY

Any chemical company must maintain a vast amount of safety-relevant and environmentally relevant data and documents. So when GE Bayer Silicones was founded, one of the company's central data processing requirements included uniform substance data management. With mySAP™ Product Lifecycle Management (mySAP™ PLM) and its environment, health, and safety (EH&S) functions, GE Bayer Silicones chose a flexible standard software product that could be fully integrated into the company's SAP® R/3® System landscape and its logistics and sales and distribution processes.

Standardization of substance data management and report generation became even more significant when two other related companies had to be integrated into the enterprise's SAP system worldwide. After GE Bayer Silicones went live with SAP R/3 and mySAP PLM in November 2000 following an 11-month implementation phase, the company integrated the data portfolios of its sister companies, GE Toshiba Silicones in Japan and GE Silicones in the United States. As a result, the three companies now have a common SAP system with a global EH&S database, which can be accessed from all three company sites using the Web interface provided by TechniData.

GE Bayer Silicones runs its SAP system completely independently of its parent company, Bayer AG, without encountering any problems. As a site contractor, however, Bayer requires a regular report of which substances were processed in which buildings so that the fire department knows what potential hazards they will encounter if called out. Today, the EH&S function for industrial hygiene and safety enables Bayer to quickly and easily produce this report. The company also uses this function to compile a hazardous substance inventory, fulfilling a requirement of the German hazardous substance directive.

COMPLIANCE WITH LEGAL REGULATIONS

The central database contains legal, scientific, technical, chemical, and physical information on more than 10,000 products and around 3,000 substances that GE Bayer Silicones uses to manufacture its products. The database also contains legal classifications for hazardous substances and dangerous goods, which GE Bayer Silicones needs in order to comply with legal and company regulations when handling and transporting substances.

To manage data, GE Bayer Silicones uses the Ariel database from which worldwide legal information and ratings for substances can be extracted, for example, the CAS number, the listing of substances in chemical inventories, threshold limit values for the air, or official classification of substances in the European Union. mySAP PLM extracts this data automatically from Ariel and uploads it into the SAP system, which offers enormous advantages over manual evaluation and data entry. "With the

data server, we can manage the substances centrally with country-specific data and thus eliminate the need for EH&S specialists in our foreign subsidiaries," explains Dieter Sydon, product safety steward for EH&S at GE Bayer Silicones.

This enables the company to interpret substance data and properties at its own sites and at the two related companies' so that they

match ratings of each jurisdiction. This way, GE Bayer Silicones can easily list hazardous substances or components according to country-specific or regional regulations. The SAP solution also supports complex changes to extensive amounts of master data. For example, this enables the company to process legal changes on a massive scale much more easily – and greatly increases the quality of the data.

GE Bayer Silicones can now also assign and update dangerous goods classifications with mySAP PLM and its EH&S functions. This includes some 700 products that must be transported as dangerous goods. The spectrum of dangerous goods classes covers all hazardous goods other than class 1 (explosive) and class 7 (radioactive) substances or materials. The classifications are stored in EH&S and are available when materials need to be transported. When a delivery is created, an automatic check is

"mySAP PLM EH&S is easily extended. The combination of databases and sets of rules make data entry extremely easy. During the course of the implementation project, I redefined the acronym 'SAP' as 'solve all problems.' "

Dieter Sydon,
Product Safety Steward, EH&S, GE Bayer Silicones

run on the basis of the transportation route and the dangerous goods data, which prevents the transportation of dangerous goods using modes of transport that are not permitted by law. In addition, the data prepared for the materials is printed automatically on transport documents, dispatch notes, and labels.

AUTOMATIC DOCUMENT CREATION

mySAP PLM also automates the creation and administration of documents such as material safety data sheets, standard operating procedures, hazardous substance labels, and hazardous substance inventories, which are then available online in the relevant languages for all jurisdictions. Material safety data sheets can be dispatched automatically from sales and distribution if, for example, a customer purchases a product that requires such a legal document. mySAP PLM and its EH&S functions also allow GE Bayer Silicones to create and then print labels at its production and filling sites, which cuts down on administrative tasks at the head office.

“With mySAP PLM we have a solution for managing substance data and generating reports that fulfills all requirements laid down by legal and company regulations on health and safety at work and for the protection of the environment.”

Dieter Sydon,
Product Safety Steward, EH&S, GE Bayer Silicones

A FULL RANGE OF BENEFITS COMPANYWIDE

For GE Bayer Silicones, SAP has brought many benefits – which consequently involved revamping existing business processes as a result of the R/3 implementation. “Old-fashioned structures were done away with and the new company was made leaner

AT A GLANCE

Software:	mySAP PLM (EH&S functions) SAP R/3
Hardware:	SUN E 10,000 Server
Operating system:	Solaris 5.8
Database:	Oracle 8.1.7.4.0
Number of users:	<ul style="list-style-type: none">▪ SAP R/3 – 450▪ mySAP PLM – 8 (20 users outside the EH&S department have access)

and more proactive,” sums up Dieter Sydon. “GE Bayer Silicones now has a standardized business application, with uniform processes for the whole company. Costs can be slashed, transaction times cut, order and handling speeds accelerated, and workflows optimized.”

And just as importantly, mySAP PLM has given GE Bayer Silicones a standardized worldwide system for substance data management and report generation that offers numerous advantages: it helps prevent data redundancy, guarantees all three companies uninterrupted access to the complete data portfolio, and makes material safety data sheets, labels, and transport classification accessible online for all jurisdictions worldwide. This way, GE Bayer Silicones can prepare goods for transportation to countries outside its company boundaries more easily.

GE Bayer Silicones plans to enhance the mySAP PLM solution by adding waste management functions. This will allow waste disposal to be managed and processed with SAP R/3 (this is currently still done manually). By integrating waste management into its logistics and sales and distribution processes, GE Bayer Silicones can handle disposal processes far more efficiently.

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