

## SAP Customer Success Story

**“We called on SAP Safeguarding because we wanted this project to succeed. And it has.”**

Kaemarie Nasamran, Managing Director of ITAS, Shin Corporation



### AT A GLANCE

#### Company Name

Shin Corporation, Thailand  
www.shincorp.com

#### Industry

Holding company with major investment in telecommunications

#### Key Challenges

- Ensure technical robustness of the company's SAP® solution
- Improve system response time
- Reduce risks associated with future expansion

#### Solution and Services

- SAP Active Global Support, part of SAP Customer Services Network
- SAP Safeguarding
- SAP Solution Management Assessment

#### Existing Environment

- SAP R/3®, which is available today in the mySAP™ ERP solution
- SAP software for business information warehouse functionality
- SAP Strategic Enterprise Management

#### Key Benefits

- Improved execution time of core business processes
- Personalized knowledge transfer
- Improved management's visibility into corporate performance
- Increased system availability for current and future business requirements

#### Hardware

HP

#### Operating System

HP-UX 11.11

## SHIN CORPORATION

### SAP® SAFEGUARDING IMPROVES SYSTEM RESPONSE TIME AND MANAGEMENT'S VISIBILITY INTO CORPORATE PERFORMANCE AT SHIN CORPORATION

When you are the first organization in your country to implement a particular application, it is reassuring to have a little help from your friends. The people at I.T. Applications and Services (ITAS) can tell you all about that. ITAS is an independent services provider operating under the umbrella of Shin Corporation, one of the largest holding companies in Thailand. Shin Corporation's investments cover a variety of businesses from telecommunications, media including free television and advertising, air transportation, and consumer financing.

ITAS is an SAP software implementation partner who implemented the ERP solution for Shin Corporation and its subsidiaries. After a successful roll out of the ERP solution, ITAS now operates and maintains the business applications for the group. In addition to Shin, ITAS has outside customers as well. When ITAS needed help in assuring the success of rolling out the balanced scorecard system for AIS, it opted for SAP® Safeguarding from SAP Active Global Support.

Shin's business unit in the wireless sector, AIS, is Thailand's largest mobile phone operator. "AIS is a blue chip company within Shin," says Kaemarie Nasamran, managing director of ITAS. "They wanted a tool to do performance management with the balanced scorecard. And while we have been using balanced scorecard processes in Shin for two years, we had no tools to manage them. With information coming from different sources, it took quite some time to gather and prepare the required reports."



## BALANCED SCORECARD

AIS decided to implement the corporate performance monitor (CPM) software in SAP Strategic Enterprise Management (SAP SEM®) to provide the executives with the balanced scorecard. This was to be the first SAP SEM implementation in Thailand.

ITAS first ran a pilot project in 2003 and then rolled out the solution to the rest of AIS's management team.

"When we were just about to finish our implementation, we thought it would be a good idea to use SAP Safeguarding. So we called on SAP Active Global Support to come in and look at how we implemented the software," says Nasamran. "We were also concerned with the performance problem." System performance was sluggish; responses to queries were taking too long.

## SAP SOLUTION MANAGEMENT ASSESSMENT

Under the SAP Safeguarding program, SAP sent in a team to run an SAP Solution Management Assessment. The goal of SAP Safeguarding is to manage risk and ensure the technical robustness of a given SAP solution. An SAP Solution Management Assessment reviews projects that are past the start of production. It maps the solution landscape and core business processes, identifying weak points and the impact they may have on those processes. The customer then receives an action plan that includes specific recommendations as well as a service plan that can help them improve their solution on an ongoing basis.

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Kaemarie Nasamran, Managing Director of ITAS,  
Shin Corporation

"It only took them four days," says Nasamran. "The first day they evaluated our system. Then they separated into two teams; the system team evaluated our system parameters, while the application team discussed the business processes and issues we

were facing. On the last day, they presented their preliminary findings, and about two weeks later they sent back the service report."

The service report provided a detailed plan to ensure that ITAS could support existing as well as future requirements of its users. "We gained knowledge from the SAP team delivering the SAP Solution Management Assessment," says Nasamran. "Now our systems people can monitor and

adjust parameters by themselves according to the amount of data handled and according to our environment."

## PERSONALIZED SUPPORT FROM SAP

"The SAP team helped us to review the business processes and alert us to future problems," says Khun Vipaporn, ITAS project manager. "They taught us what should be done to analyze and resolve those problems, so in the future we can do it ourselves. And one of the best things is [that] we get personalized communication with SAP experts. They already know the system, so it's easier for them to help us solve the problem."

"AIS is the first customer in Thailand to use SAP SEM," says Nasamran. "So this is quite an accomplishment for ITAS, and helps to secure our reputation as a competent SAP implementation partner. We called on SAP Safeguarding because we wanted this project to succeed. And it has."