

SAP Customer Success Story



Rohm and Haas, a leading manufacturer of specialty chemicals, wanted to improve productivity, streamline processes, and create an environment to support collaboration. By choosing SAP NetWeaver™, Rohm and Haas ensured that employees would perform their jobs more efficiently using portals, knowledge management, business intelligence, and community collaboration rooms. Today, SAP NetWeaver empowers users with more information and simpler self-service procedures, and provides enhanced visibility across all business units.



ROHM AND HAAS COMPANY

SAP NetWeaver™ HELPS SOME 7,000 EMPLOYEES WORK MORE EFFICIENTLY USING PORTALS, KNOWLEDGE MANAGEMENT

Rohm and Haas, one of the world's largest manufacturers of specialty chemicals, makes products that enhance the performance of paints and coatings, electronic devices, adhesives, and more. This \$6 billion company – headquartered in Philadelphia, PA – employs more than 17,000 people, and operates 140 research and manufacturing locations in 26 countries.

To optimize business processes and resources, Rohm and Haas took action by deploying a variety of solutions from the mySAP™ Business Suite family of solutions. To further streamline processes, enhance knowledge management, and support companywide collaboration, Rohm and Haas turned to SAP NetWeaver™ – a complete integration and application platform designed for diverse IT environments. Consequently, it managed to significantly improve business processes and communications throughout the organization, lower costs, and improve employee effectiveness.

LEVERAGING THE TOTAL COST OF OWNERSHIP

Rohm and Haas already recognized the value of implementing enterprise resource management (ERP) systems to support business processes. “Our first business unit went live with SAP in November 2001, and we’ve been working with all the business units under a four-year rollout plan,” explains Eric Soll, e-business technology manager at Rohm and Haas. “Not long after, our CIO expressed interest in portals and how we could use this technology to leverage our investment. We initiated a project to look into this and chose SAP NetWeaver and its portal solution.”

DRIVING FORCES BEHIND A VISION

Rohm and Haas identified five drivers for adopting SAP NetWeaver: provide more efficiency in maintaining and accessing corporate content; enable more flexibility to collaborate internally and externally; lower the barriers for access to select application functionality; create easier interaction with the company's password and security system; and provide a complete picture of the business environment to unify delivery of internal business data and external market data.

"We wanted to empower our employees with more information, and gain visibility across all the business units," says Soll. "SAP NetWeaver makes it easier for users to get what they need, but doesn't flood them with too much information. That's the real value, because information is specifically tailored to help them do their work more efficiently."

The company's vision helped bring together an environment where information is available in a personalized view. "People should be able to think around a business process," says Soll. "Now, our people can see internal and external information, both structured and unstructured, in one place – and all of it is transparent."

MULTIFUNCTIONAL PORTAL

Rohm and Haas decided to use SAP NetWeaver to build one enterprise portal with three models of usage: business information, enterprise solution, and the community of interest.

"The business units were looking at portals as a focal point to bring together all the different systems, processes, and information in a single place," says Soll. "SAP NetWeaver gives us a lot of tools. There's knowledge management; market awareness with news pushes; business information and business intelligence; and the ability for us to operate systems, even if they're not SAP® systems.

"Bringing these processes and information together in a single view has tremendous value. Users no longer need to be concerned about where information is, or what application is used, because the portal puts a front end on it. Before, users had to remember passwords for each system they accessed. That's been eliminated with single sign-on, and has made accessing information a lot simpler."

KNOWLEDGE MANAGEMENT

By nature, a company accumulates a significant amount of valuable knowledge and information. But information is easily lost, and knowledge is often scattered throughout the enterprise without an efficient way to harness it. "A good example is the introduction of a new product," says Soll. "Typically, documents

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Anne Wilms, Chief Information Officer at Rohm and Haas

and information from different sources are passed around in e-mails, without a good way to manage the data. We've used SAP NetWeaver capabilities for knowledge management to create a structured area where people can build out this content. We've cut down on e-mails that were floating around, and can now manage knowledge without it being lost or buried within individual repositories."

Rohm and Haas is also bringing external information into the portal functionality used for processing business information. “This is something we never had before,” notes Soll. “We’ve been able to pull in news feeds about competitors, customers, and certain market segments, giving us a higher level of awareness. We have highly filtered feeds from about 8,000 news sources. At the same time, we’re using Yahoo! to allow people to get simpler personalized feeds.”

HR SELF-SERVICE MADE EASY

Rohm and Haas implemented mySAP Human Resources (mySAP HR) and is using its corporate portal for HR self-service. “Our portal is used for manager self-service and employee self-service,” says Soll. “It enables a group to access information or move transactions across the whole company. We’re pushing functionality such as compensation planning and employee lookup information, but we’ve taken it even further. We’ve integrated all the manuals and information that a manager needs into that same portal – a one-stop shop for HR benefits, compensation, and performance reviews.”

SAP NetWeaver allows companies to take an application such as mySAP HR and present it through the portal with only the functionality needed, using a familiar Web interface. “The portal gives users an easy-to-use Web front end that doesn’t require them to learn an entire application for something they do only once a year – compensation planning, for instance. With HR self-service, we’re doing the job with a lot fewer people, and that has been a great cost-cutting achievement.”

The portal has also eliminated many manual processes. “Before, a salary planning manager had no direct access to HR information,” observes Soll. “If a manager wanted to review an employee’s salary history, he or she had to request the records from an HR administrator. Now, managers can look up records themselves using the portal – two clicks and they are there. We’re enabling people to get the information themselves and speeding decision making. Training was easy as well – many people didn’t even need the video training we offered. They just read the e-mail covering the basics and were off and running.”

COLLABORATIVE EFFORTS

The key to good collaboration is the ability to work effectively beyond the walls of a department or business unit. Rohm and Haas understood this requirement, and decided to use SAP NetWeaver as a tool to support collaborative efforts across the enterprise. “Our portal’s community-of-interest service is meant to support how we communicate,” explains Soll. “When people work together across the enterprise, they need a focal point for

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collaboration. Currently, we are working to create a presence in the portal that maintains the knowledge base for a group, regardless of their location or organizational boundaries. Collaborative tools such as polls and discussion groups can be added to the portal to build a more dynamic community. External information and [SAP] Business Intelligence data can be integrated as well to bring all of the resources needed by the group together in one place.

“We see other possibilities with this type of portal functionality. For example, we might build a community of interest around projects such as developing a business opportunity in a country where we don’t currently have a presence or for collaboration between two business units on a new product.

“The difference between SAP NetWeaver and other collaboration tools is that SAP allows you to pull in other information, and not just be a knowledge repository. Other solutions are like big

containers where you dump lots of information, but can't link to a transaction, or business-intelligence reports, or share information across five different rooms. With SAP NetWeaver collaboration rooms, we can do that. SAP goes beyond what the traditional products have done to date."

MORE OPPORTUNITIES SET FOR THE FUTURE

Rohm and Haas adopted SAP NetWeaver without any difficulty, which encourages the company to do more with the technology. Eric Soll indicated that he has rarely seen a system go live, be used, and yet hear so few issues at launch time. "To this day, I still hear people saying great things," says Soll.

Anne Wilms, chief information officer at Rohm and Haas, agrees. "We have been pleased with the results," she says. "With SAP NetWeaver, we've taken advantage of an integrated, Web-based technology platform that has an open and flexible infrastructure."

Soll believes there are other areas where SAP NetWeaver can improve efficiencies: high-level metrics and balanced scorecards; self-service budget processes; order-to-cash and purchase-to-pay; and requisition processes. "We have a project in play right now for e-learning, delivered through the portal," he says. "The first phase will deliver SAP R/3® training for our businesses."

The company has seen a shift in thinking as it uses SAP solutions and SAP NetWeaver. "I see a developing trend," says Soll, "in moving away from an IT-system focus toward a business-process focus, facilitated through the portal. Right now, people are increasingly interested, and I think the key is to keep going with what we've done. We have more than 7,000 users today, with more to come. If you're enabling people and making their jobs easier, that really makes adoption a lot easier. You really don't have to sell it."

AT A GLANCE

Company	Rohm and Haas Company
Industry	Specialty chemicals
Challenge	Improve communications, business processes, knowledge management, and collaboration throughout the organization
Solutions	- SAP NetWeaver™ with SAP® Enterprise Portal and SAP Business Intelligence - mySAP™ Business Suite
Implementation highlights	- Created business, self-service, and collaboration portals for employees and managers - Streamlined HR processes on a portal for employee self-service and manager self-service - Deployed solution used by 7,000 employees, with number of users now growing
Benefits	- Simplified HR processes for compensation and planning, employee self-service - Reduced number of HR staff - Improved communications and operational efficiency - Leveraged knowledge - Increased value of collaboration
Hardware	Compaq
Operating system	Microsoft Windows 2000 Microsoft SQL Server Cisco load balancing Microsoft Active Directory

