

## SAP Customer Success Profile SAP Consulting – Midsize Enterprises



# CONCRETOS CRUZ AZUL

## AT A GLANCE

### Company

- Name: Concretos Cruz Azul S.A. de C.V.
- Industry: Mill products – building materials
- Products and services: Develops, manufactures, delivers, and pours concrete
- Employees: 700
- Web site: [www.concretoscruzazul.com.mx](http://www.concretoscruzazul.com.mx) (Spanish only)
- Implementation partner: SAP® Consulting

### Project Objectives

- Develop business opportunities and risk analysis
- Consolidate competitive advantages
- Provide real-time information to support marketing and sales
- Become a customer-oriented, service-oriented organization

### Key Challenges

- Establish best IT solution for short-term and long-term needs
- Complete project on time, within budget, and with high quality
- Perform a knowledge transfer to let Concretos Cruz Azul create its internal consulting team

### SAP Solutions and Services

- ASAP methodology
- SAP Solution Manager application management solution
- SAP Best Practices Baseline Package offering
- SAP Project Management services

### Why SAP Solutions and Services

- Expertise of SAP Consulting in applying proven best practices
- Best methodology for achieving a successful implementation

### Implementation Highlights

- Implementation completed in 28 weeks, on time and within budget
- Strong customer leadership headed by the staff of Dirección General
- Disruption to business minimal due to rapid work based on business scenarios in SAP Best Practices Baseline Package

### Key Benefits

- Greater control over business processes
- Integration of financial information
- Fast access to precise, relevant information
- Dramatically accelerated financial close period – reduced to less than 5 days down from 2 months

**“Not only did SAP Consulting deliver best-in-class IT technology, it provided the consulting expertise in industry best practices required to finish our project on time and within budget. Their commitment to a knowledge transfer to us afterwards was also very much appreciated.”**

Alfredo Álvarez Cuevas  
Chief Operational Officer  
Concretos Cruz Azul S.A. de C.V.

**“SAP gave us the support and training we needed to be able to meet our objectives.”**

Fabiola Carrillo Ramírez  
Executive Staff Team Manager  
Grupo Cruz Azul

With 40 plants in central and southeast Mexico, Concretos Cruz Azul S.A. de C.V. is the third-largest concrete company in Mexico. To install an affordable enterprise resource planning solution, it turned to SAP® Consulting. The SAP Best Practices Baseline Package offering sped configuration, although Concretos Cruz Azul designed its business processes.

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50 082 927 (07/02) Printed in USA.  
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