

SAP Customer Success Story

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Uroš Habjan, CIO, Belinka Group



AT A GLANCE

Company Name

Belinka Group, Slovenia
www.belinka.si

Industry

Chemicals

Key Challenges

- Standardize reporting functions
- Improve business analysis and strategic planning capabilities
- Increase information resources for executives and support for IT group
- Link to chemical process systems, e-mail, intranet, and Web

Implementation Partners

- IBM
- S&T Hermes Plus
- SAP Slovenia

Solution and Services

SAP NetWeaver™ with SAP® Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI)

Existing Environment

- SAP R/3® (functionality now available in mySAP™ ERP)
- mySAP Customer Relationship Management
- Locally designed and in-house-developed software

Implementation Highlights

- First implementation of the SAP NetWeaver platform in Slovenia
- Single GUI across multiple platforms
- Rapid implementation of SAP NetWeaver: six months for SAP EP and SAP BI architecture prototype; three months for operating version of SAP EP

Key Benefits

- Increased strategic planning capability and financial savings
- Improved and standardized company-wide information flow
- Enabled top management to have immediate access to all data

Hardware

- Intel for SAP NetWeaver components
- HP

Operating System

- Microsoft Windows for SAP NetWeaver components
- HP-UX

BELINKA GROUP

THE SAP NetWeaver™ PLATFORM PROVIDES CHEMICAL PROCESSOR WITH TIMELY, MULTIPLATFORM REPORTING IN SLOVENIA

As a company poised for growth, Belinka Group (Belinka), a holding company and four subsidiaries based in Ljubljana, Slovenia, was looking for better, faster access to company data for company executives. They also wanted to give the IT group better tools to create that reporting environment and to support data analysis activities. Belinka is a leading producer of consumer and industrial chemicals in central and southeastern Europe. A staff of 250 employees maintains manufacturing operations at three sites, with IT and warehouse facilities centralized at one site.

Belinka's CIO, Uroš Habjan, says they were looking for a system that would standardize their reporting function and improve decision makers' strategic planning capability. The legacy system in place before SAP® R/3® was implemented had VAX VMS and locally developed software solutions with separate financial, operational, and analytical functions. At that time, Belinka chose SAP R/3 (functionality now available in mySAP™ ERP) as its strategic enterprise resource planning system on UNIX and NT platforms.

Now, the SAP NetWeaver™ platform and the SAP Enterprise Portal component enable Belinka to deliver data securely across all applications to company executives, customers, and end users through a Microsoft Windows operating system.

“We spent four months searching the marketplace for a solution,” notes Habjan. “The main strength of SAP NetWeaver is that it allows us to have more in-depth analysis, strategic planning, and support over different platforms than its competitors.” The decision to select an SAP solution to support Belinka’s business strategy involved both management and IT criteria.

SETTING A NEW COURSE FOR BUSINESS ENTERPRISE IN SLOVENIA

In 2002, the decision to implement the SAP Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI) components was driven by the need to link transactional data and support strategic planning. The SAP NetWeaver platform was the ideal solution. Management at Belinka wanted to seek new business opportunities and consolidate access to its systems for chemical processing, e-mail, intranet, and business-related Web sites, such as banks and stock reports.

After evaluating various systems, Belinka chose the SAP BI and SAP EP components of SAP NetWeaver.

Six months later, they went live with SAP BI in the second half of 2003 and SAP EP in the first quarter of 2004. During the implementation, Habjan reports, “The only obstacle was the lack of business consultants in Slovenia.”

As the first company in Slovenia to implement SAP NetWeaver and its components, Belinka is modeling a new way of doing business. Company executives now can make their decisions by accessing information from various internal and external sources and working across applications. SAP NetWeaver enables them to create business analyses by quickly generating reports with up-to-the-minute data.

POSITIONING INFORMATION FOR IMMEDIATE ACTION

Because the portal link enables Belinka employees, including its president and top management, to use real-time, electronic data in their daily work, the company has gained a competitive edge. Belinka managers can perform profit/loss analyses that contain a broad range of real-time data. With a single logon to the portal, managers can launch reports that summarize and present data from multiple systems. The unified presentation of information through the same GUI gives a consistent look and feel to all reports, providing centralized, standardized online reporting that eliminates the need for paper reports. Says Habjan, “Management was behind the solution, and I think they’re very pleased with the same look and feel of the reports.”

“For portal users, it’s quite simple to drill down to the relevant information. This was very important for top management. With the total implementation, management has all information immediately – just one click away.”

Uroš Habjan, CIO, Belinka Group

In addition, SAP NetWeaver has made it easier to access SAP and non-SAP systems and software. With the integration of SAP BI, data retrieval through the portal is easier and more timely, combining data from operations and analytical processes with financial information for a complete snapshot of the business at any time.

SAP BI brings together a powerful business intelligence platform, a comprehensive set of tools, and data warehousing capabilities – all delivered through sophisticated enterprise portal technology to provide a coherent, comprehensive solution. SAP BI supports collaborative decision making

by giving company executives the tools they need, such as online reporting and multisource analysis.

PLANNING FOR THE FUTURE

Habjan sees the software as a long-term knowledge management solution to support the implementation of workflow processes in the system. By using the portal to combine structured information (such as database reports) with unstructured information (such as e-mail and company documents) – from both internal and external data sources – executives, knowledge workers, and global business partners will be able to share information securely via the Internet.

The company wants to link the portal with its customer relationship management system to provide a single reporting source for sales and financial information about its customers. Since the mySAP Customer Relationship Management solution is also built on the SAP NetWeaver platform, Belinka has the same technology within and across its IT landscape, which greatly simplifies integration. Habjan also envisions the development of SAP BI data cubes for tracking costs and measuring the success of marketing projects.

Simplified information retrieval has enabled Belinka's managers to access the most relevant and recent data, ensuring that sound business decisions are made. SAP NetWeaver enables both the IT group and business managers to enhance their business opportunities by seamlessly integrating people, information, and processes.

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