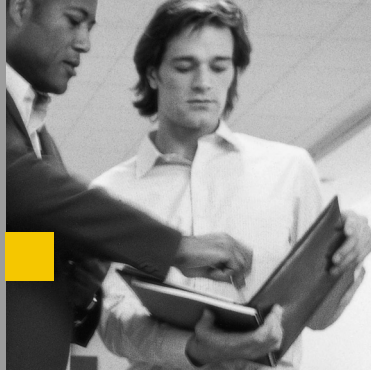


SAP Customer Success Story Manufacturing



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AT A GLANCE

Summary

By combining the power of the SAP NetWeaver® platform with Cronacle, a real-time, event-driven, process-automation application from Redwood Software, Basell Polyolefins has increased the speed of all its processing, improved business productivity and efficiency, and maximized the value of its IT infrastructure.

Web Site

www.basell.com

Key Challenges

- Replace time-driven batch scheduling software with real-time, event-driven software
- Integrate solution with the SAP NetWeaver platform and existing SAP® solutions
- Avoid disruption to business processes

Project Objectives

- Improve efficiency and increase productivity of all processes
- Maximize value of IT infrastructure

Partner Solution and SAP Services

- Redwood's Cronacle, which is powered by SAP NetWeaver
- SAP Ramp-Up

Why SAP Services

SAP Ramp-Up helps Basell achieve business value from its investment sooner.

Implementation Highlights

- Three-day implementation
- 4,500 to 5,000 users
- Easy configuration

Key Benefits

- Faster, more efficient, and more flexible processing
- Increased business productivity
- Maximized value of IT infrastructure
- Reduced total cost of ownership and total cost of integration

Implementation Partners

- Redwood Software, a member of the SAP software partner program and the Powered by SAP NetWeaver partner program
- SAP Ramp-Up consultants

Existing Environment

- SAP NetWeaver platform, including the SAP NetWeaver Portal, SAP NetWeaver Business Intelligence, and SAP NetWeaver Application Server components, and the SAP Solution Manager tool
- mySAP® ERP solution
- SAP Enterprise Buyer, a component of the mySAP Supplier Relationship Management solution
- SAP Advanced Planning & Optimization, a component of the mySAP Supply Chain Management solution

Database

Oracle 9.2i

Hardware

IBM

Operating System

IBM AIX 5.1

BASELL POLYOLEFINS

SAP NetWeaver® and Redwood's Cronacle Unite to Improve Efficiency and Increase Productivity

In a 24/7 economy, no business can afford to have its process-automation software creating bottlenecks that slow down the entire supply chain. That is why multinational manufacturer Basell Polyolefins installed the Cronacle application from Redwood Software. Powered by the SAP NetWeaver® platform, Cronacle provides cutting-edge job scheduling and background processing functionality.

By combining the power of the SAP NetWeaver platform with Cronacle's real-time, event-driven, process-automation software, Basell has increased the speed of all its processing, improved business productivity and efficiency, and maximized the value of its IT infrastructure. The company has also effectively reduced total cost of ownership (TCO) as well as total cost of integration (TCI).

Basell Relies on the SAP NetWeaver Platform

With annual revenues of €5.7 billion, 6,700 employees, and operations in 20 countries, Basell has its headquarters in the Netherlands and is the world's largest producer of polypropylene and advanced polyolefin products, a leading supplier of polyethylene and catalysts, and a global leader in the development and licensing of polypropylene and polyethylene processes. Together with its joint ventures, Basell sells products in more than 120 countries.

Basell relies on the SAP NetWeaver platform as the foundation for all its SAP® solutions and non-SAP systems, integrating processes and information across the company's IT landscape. Basell's SAP environment includes the mySAP™ ERP solution, the SAP Enterprise Buyer component of the mySAP Supplier

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Anjo de Heus, Senior Vice President, Redwood Software

Relationship Management solution, and the SAP Advanced Planning & Optimization component of the mySAP Supply Chain Management solution. The environment also includes several SAP NetWeaver components: SAP NetWeaver Business Intelligence (SAP NetWeaver BI), SAP NetWeaver Portal, SAP NetWeaver Application Server, and the SAP Solution Manager tool.

Enabling Easy Integration at Lower Cost

SAP NetWeaver enables integration at lower cost by reducing the number of connections needed to integrate IT systems, resulting in lower TCO and TCI. Based on Web services, SAP NetWeaver provides a secure integration platform that unifies and aligns people, information, and business processes across technologies.

At Basell Polyolefins, SAP NetWeaver made it easy to integrate the new scheduling solution into the existing platform, and SAP Ramp-Up facilitated the introduction of the new solution, helping Basell achieve business value from its investment sooner. Thomas Dillenberger, SAP Basis specialist at Basell, says, “It was a very easy installation, taking only three days. Because of SAP

NetWeaver and support from SAP Ramp-Up, configuration was really easy too. We were able to run both the old scheduler and the new one in parallel and then migrate everything to Cronacle. We did not need any training to use it immediately.”

Because Redwood is a member of the SAP software partner program, SAP and Redwood personnel worked closely to support the implementation of Cronacle and provide ongoing support. “Communication between SAP and Redwood was very good, and the hand-off on this project among SAP, Redwood, and Basell went very well,” says Dillenberger.

Dedicated to providing maximum value to their customers, Redwood is very responsive and focused on customer needs. Dillenberger explains, “It is critical that we have around-the-clock technical support, and Redwood provides it.”

Redwood's Cronacle Replaced Time-Driven Product

Although Basell originally installed a time-driven workload scheduler to handle background processing, the company's infrastructure team replaced it with Redwood's Cronacle, a real-time, event-driven job scheduling solution, because of its deeper functionality and superior flexibility. According to Dillenberger, “Redwood's Cronacle is a much more flexible scheduler with a much higher level of functionality. Cronacle fully met my expectations and more. It is easy to handle and has delivered more functionality than I realized it had – in fact, we are still discovering additional functionality. Because of its flexibility, Cronacle enables us to handle special processing requests quickly and easily. I recommend Cronacle to other SAP users.”

Redwood's Cronacle: Cutting-Edge Process Automation

Automatically managing all batch workloads within the enterprise, Cronacle integrates background processing across both SAP and non-SAP applications to deliver faster, more efficient, and more flexible processing. Dillenberger adds, "The optimized dependencies of our jobs helped a lot to minimize our nightly batch window, which is very important. Because we are a global company, the time frame in which resource-heavy batch jobs can run without impacting the business is getting smaller and smaller."

As a result of installing Redwood's Cronacle cross-system scheduler, Basell's entire supply chain runs more smoothly, making a positive impact on the company's key accounts and business units. Faster catalog downloads from suppliers to SAP Enterprise Buyer ensure more efficient supplier relationship management. The manufacturing group can check the

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availability of materials through SAP Advanced Planning & Optimization more quickly, enabling better production planning. The sales organization can gather up-to-date information about key accounts, enhancing customer relationship management strategies.

Banks can upload accounts receivables to the Basell system in real time, improving the company's cash flow as well as financial planning and forecasting.

Customers ordering goods online can easily and quickly track delivery status over the Web portal, thereby boosting customer satisfaction and reducing customer service costs. Anjo de Heus, Redwood Software's senior vice president, points out that when customers order goods from Basell, they want information about that order to be available instantly. "A real-time, event-driven scheduler like Redwood's Cronacle makes this possible," de Heus says, "because as soon as a process is available, Cronacle immediately submits the event for processing." He adds, "Redwood's Cronacle produces proven ROI by optimizing IT resource utilization and improving the global availability and timeliness of information delivery."

Redwood Is Proud to Be an SAP Partner

Redwood Software, a global organization with offices in the United States, the United Kingdom, the Netherlands, Switzerland, and Germany, serves more than 800 customers worldwide, ranging from retail, manufacturing, and financial giants to community hospitals, universities, and other regional businesses. In addition to its worldwide reach, Redwood Software is also an SAP partner. "SAP made it easy for us to become a member of the SAP software partner program and to have our product's integration with SAP NetWeaver certified. We are proud and very pleased to be a partner of SAP," remarks de Heus.

Cronacle Enhances System Administrator's Job

According to Dillenberger, Cronacle is a dynamic scheduling tool that enhances the system administrator's job, reducing the resources needed to manage Basell's IT operations. "By providing a central point of control for all technical and business process management, Cronacle gives us a really professional view of the system's functionality," Dillenberger says. "It also automatically notifies us via e-mail regarding job status, issues, and results. It even sends us messages on our mobile phones."

The Basell infrastructure team is currently working with Cronacle functionality and the SAP Solution Manager tool to manage and monitor the progress of some of the company's SAP solutions, such as SAP NetWeaver BI.

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