

## SAP Customer Success Story

**“SAP Enterprise Portal gives our users single-sign-on access to information from a variety of systems. And SAP Business Intelligence enables our sales professionals to quickly and easily call up the facts and figures they need.”**

Tarkan Atesmen, System Development Executive, Ipragaz



### AT A GLANCE

#### Company Name

Ipragaz Turkey  
www.ipragaz.com.tr

#### Industry

Oil and gas (LPG manufacturer and supplier)

#### Key Challenges

- Seamlessly integrate SAP® and non-SAP systems and standardize functions
- Give sales staff easy-to-use reporting functionality
- Provide role-based portal access to information and processes

#### Implementation Partner

MBIS

#### Solution and Services

- SAP NetWeaver™, including the SAP Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI) components
- Technical advice from SAP Active Global Support, part of SAP Customer Services Network

#### Existing Environment

- SAP R/3® (functionality now available in mySAP™ ERP)
- SAP Advanced Planning & Optimization (SAP APO)
- mySAP Customer Relationship Management (mySAP CRM)

#### Implementation Highlights

- Rapid rollout of reporting functionality to sales professionals
- Fast, effective resolution of technical issues through SAP Active Global Support

#### Key Benefits

- Single sign-on to multiple systems
- User-friendly reporting, freeing up sales staff for core tasks
- Streamlined workflow for managing technical documentation
- Easier information exchange within HR and IT departments

#### Hardware

HP ProLiant ML 570 G2

#### Operating System

Microsoft Windows 2000 with an Oracle database



## IPRAGAZ

**MAJOR LPG COMPANY INTEGRATES INFORMATION, PEOPLE, AND PROCESSES WITH SAP NetWeaver™**

Headquartered in Istanbul, Ipragaz is the second-largest player in the Turkish liquefied petroleum gas (LPG) market. A wholly owned subsidiary of Netherlands-based SHV Holdings N.V., Ipragaz supplies LPG for domestic consumers, as well as autogas for cars and bottled gas. In fiscal 2003, the company, which has a workforce of around 600 and an extensive network of filling stations, stocking facilities, and depots, posted earnings of around €500 million.

### A COMPLEX SOLUTION LANDSCAPE FOR A COMPLEX BUSINESS

Ipragaz has a long and successful track record of collaboration with SAP. In 2002, the company was running a large number of SAP® solutions, including SAP R/3® (functionality that is now provided in mySAP™ ERP), SAP Advanced Planning & Optimization (SAP APO), and mySAP Customer Relationship Management (mySAP CRM).

But managing this complex landscape was becoming increasingly difficult. One issue was multiple sign-on. Users had to log on to many systems, so there were often problems with forgotten passwords.



Reporting also required attention. Ipragaz was using SAP software to generate a combination of standard and homegrown reports. But performance was unsatisfactory because the software was not primarily designed for this purpose. In addition, sales personnel found it difficult to compile reports based on data from SAP and other systems.

#### **WANTED: END-TO-END INTEGRATION**

Ipragaz was looking for a single point of access to its SAP and non-SAP solutions, plus powerful data warehousing capabilities.

**“None of the other software we looked at could match the end-to-end integration delivered by SAP NetWeaver. SAP’s unparalleled track record in integrating SAP and non-SAP systems was another key factor in our decision to implement SAPI.”**

**Tarkan Atesmen, System Development Executive, Ipragaz**

Tarkan Atesmen, system development executive at Ipragaz, explains: “What we needed was a comprehensive solution – an infrastructure that would enable us to standardize and seamlessly integrate all our existing systems and information.”

After considering a number of alternatives, Ipragaz opted for the SAP NetWeaver™ platform with its SAP Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI) components. “None of the other software we looked at could match the end-to-end integration delivered by SAP NetWeaver,” says Atesmen. “SAP’s unparalleled track record in integrating SAP and non-SAP systems was another key factor in our decision.”

#### **FAST, EFFECTIVE IMPLEMENTATION**

Close collaboration with SAP service partner MBIS guaranteed that the implementation went off smoothly. When the company encountered technical issues, SAP Active Global Support stepped in to provide expert assistance. “During the project, we ran into some undocumented problems that we couldn’t have handled alone,” says Ahmet Engin Tekin, the lead consultant on the project. “Thanks to SAP Active Global Support, these were resolved extremely quickly and effectively.”

SAP Active Global Support is part of SAP Customer Services Network – the single point of access to the most comprehensive range of SAP services, including consulting, education, custom development, and hosting.

### **BENEFITS INCLUDE INTEGRATION, REPORTING, AND STREAMLINED CONTENT MANAGEMENT**

The SAP solution has delivered a number of benefits to Ipragaz. In addition to providing single-sign-on access to SAP software, SAP NetWeaver has enabled Ipragaz to integrate a number of non-SAP solutions. These include the company's telemetry system, which records a wide range of key information at autogas filling stations.

Within two months of project kickoff, Ipragaz rolled out SAP Business Intelligence to its sales professionals. The implementation has made for faster, more straightforward reporting. "SAP EP is an ideal front end for SAP BI," says Atesmen. "It provides our sales reps with rapid, user-friendly access to integrated data and reports from a variety of sources. And that gives them more time for their core tasks and for customers in the field."

SAP EP also provides content management functionality for Ipragaz's technical staff. To comply with the LPG industry's many stringent safety and quality standards, the company has to keep accurate records of activities at its filling plants. This is now handled entirely via workflow, ensuring the rapid online creation, approval, and publication of documentation.

Ipragaz IT and HR departments are also reaping the benefits of the knowledge management capabilities delivered through SAP EP, which enable the company to publish a wide range of content, such as departmental information and announcements. The company plans to provide all users with access to enterprise-wide information via this channel at a later date.

### **LOOKING AHEAD**

Ipragaz now intends to give more employees standardized access to a larger number of systems via SAP EP. It also has plans to implement the portal's self-service capabilities. Other proposed

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**Tarkan Atesmen, System Development Executive, Ipragaz**

SAP projects include the introduction of SAP Strategic Enterprise Management (SAP SEM®) for budgeting and strategic planning. Thanks to SAP NetWeaver, Ipragaz is ideally equipped for the challenges ahead.

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50 071 626 (05/01) Printed in USA.

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