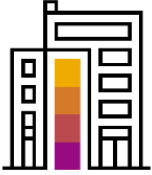


Company Information



Headquarters REHAU Polymers (Suzhou) Co., Ltd.

Industry Manufacturing

Web Site <https://www.rehau.com/cn-zh>

Founded in 1948, REHAU Group is a world-leading supplier of polymer-based products. After 70 years of innovative development, it now has more than 20,000 employees, 180 branches, 45 factories and 15 training institutes across 54 countries/regions. REHAU is dedicated to creating a wonderful home experience, providing reliable, high-quality products and services in high-end interior design, home appliances and sustainable architecture.

REHAU Polymers (Suzhou) Co., Ltd. develops innovative polymer-based solutions that enable quality, efficiency, and sustainability in homes, on the road, and elsewhere. As the Chinese branch of the worldwide REHAU Group, the company relies on an in-depth knowledge of materials and extensive experience in technologies and manufacturing processes to meet the wide-ranging needs of its customers from across industries. Recently, REHAU Polymers (Suzhou) Co., Ltd. also expands its business to other countries, like APJ area.

Intelligent Transformation with Cloud ERP for Local Business

REHAU Polymers (Suzhou) Co., Ltd.



Challenge

To protect its status as a leader in polymers, REHAU needed to create smoother customer experiences, so it sought out the right technology and service support at SAP to revolutionize and automate its workflows. Especially for their business in Greater China and APJ, besides ensure to meet local legal compliance REHAU had been dealing with extensive manual effort in their business processes that slowed down productivity and was resulting in human error.

Solution

REHAU locked to develop and deploy End to End automation process across business units of Finance, Manufacturing and Sales to improve productivities with the SAP S/4HANA Cloud as the core along with China and APJ localization solutions by leveraging the capability of SAP Intelligent RPA and SAP Machine Learning Service.

Outcome

With the help of SAP, REHAU has built a simple, efficient, and localized SAP S/4HANA as future Backbone and integrated real-time intelligent management platform providing transparency and synergies in the core business as well as in the new business to further optimize its business processes, fully promote real-time lean production, and significantly enhance management and business performance across the company.

40% Reduction on TCO

1st Go-live and reference customer

- SAP S/4HANA Cloud
- SAP Document and Reporting Compliance for S/4HANA Cloud
- SAP Intelligent RPA
- SAP intelligent automation in Greater China.

50% New features adoption



The project has built new milestones not only for Rehau China, but also for the Rehau Group. One of our entities will be using a cloud ERP system for the first time, not only in financial accounting, but also in manufacturing, and integrated with MES and WMS. We are proud to lead the future together; deploying fast, mobile access to a convenient system environment gives us the best tools for the future market, saving time and cutting down on human error. Our employees are spending more time on innovative work.



Chengbo Yu, CIO, Asia Pacific Region, REHAU Polymer China Co. Ltd.

Business Challenges and Objectives



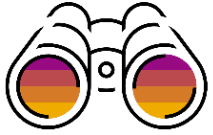
Business Challenges

- Embrace the challenges ahead and respond to business needs with agility to drive the group 2020s digital strategy and drive industry innovation transformation upgrades
- With the further expansion of business from China to other countries and regions, the demand of meeting the legal regulations from different countries and regions is increasing.
- Run better and win across the value chain with modern, standardized, integrated, and transparent modern, end-to-end smart factories
- Streamline business processes, facilitate effective synergy across departments, improve group control, and align with international management
- Unleash the power and potential of your business to reinvent supply chain value and accelerate business model change
- REHAU had been dealing with extensive manual effort in their business processes, especially in the finance, production and sales units. Optimizing processes is always the goal of REHAU's digital transformation. For example, every month customer has around 500 Incoming paper Invoices or invoices via Email in PDF form, manual checking and logging of the posted incoming invoice and mapping with received paper invoice are needed. Customer service office needs to deal with lots of incoming sales orders with different formats every day, such as excel, email, PDF and image. This is a labor-intensive and highly repetitive activity which cause risk on fulfill customer demands.

Project Objectives

- Fully integrate the four traditional modules of production, procurement, finance, and sales to successfully build an efficient and transparent platform for complete supply chain information
- Ensure the legal compliance for whole company and branches in all relevant countries and regions.
- Optimize outlet collaboration, gain real-time insight into all aspects of operations, and streamline production to significantly improve operational efficiency and management
- International standards for standardization, streamlining processes, and data transparency for a more intuitive and optimized user experience
- Maximize the value of your business data for accurate, intelligent analysis, and automatic generation of multidimensional reporting to ensure management decision making
- Create a unique, competitive digital ecosystem that actively promotes the transition to a refined, intelligent, and modern intelligent manufacturing enterprise
- To reduce human error and help their employee to work productively, REHAU choose SAP intelligent technologies to achieve this goal. With jointly co-innovation with SAP teams, REHAU had successfully adopted an E2E OCR+RPA+ML solution, from sales order creation, invoices recognition, data mapping, integrity validation, to invoice objects prediction, till invoices creation, end to end all process steps are automated. Furthermore, REHAU used SAP Intelligent RPA in sales, production and financial area to digitalize repetitive tasks via automation.

Project or Use Case Details



SAP has a number of industry best practices that are the only company able to deliver an integrated, standardized software platform across the industry chain to fully adapt to the needs of REHAU for business innovation and flexibility for future sustainable applications.

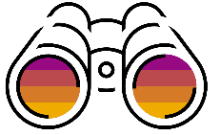
Seamless integration to legacy ECC, WMS, MES, etc. Rapid deployment of go-live with high performance, scalability, flexibility, secure and integration for the next-generation intelligent cloud ERP business suite, SAP S/4HANA Cloud.

Ensure the first SAP S/4HANA Cloud best practices in the country with our world-class team of technology experts and consultants, global services.

SAP S/4HANA Cloud Greater China and other localization solutions, like SAP Document and Reporting Compliance for S/4HANA Cloud, guarantee REHAU to meet the needs of enterprises' financial management and business compliance, and help REHAU quickly enter the overseas market, save costs and get twice the result with half the effort.

REHAU Greater China first adopted 2 use cases to automate the processing of thousands of finance and manufacturing documents per month in SAP S/4HANA. One is the Digital Automation to ease manual effort in mass upload of AR posting. Reduce human error and better use of human capital on strategic initiatives. The other one is the Digital Workers to execute the batch job to set production orders to be technical completed/Close/Delete, in order to faster process execution and ensure transparent timely reporting of manufacturing planning.

Project or Use Case Details

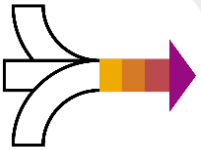


Not stopping there, continuously co-innovating with SAP Labs China, REHAU went live on their next wave of SAP Intelligent RPA adoption! It was a combination of intelligent technologies (SAP Intelligent RPA and Machine Learning) with OCR service, which seamlessly integrates SAP intelligent technologies to automate end-to-end sales order creation process and invoice management process against the backdrop of SAP S/4HANA Cloud.

The project initiated an agile delivery approach based on the SAP S/4HANA platform, SAP Intelligent Technologies and SAP's innovation methodology. The first 2 use cases were delivered in 2 weeks and 100% remotely delivered during COVID-19 outbreak, SAP and REHAU developed a remote interaction model together, which has become the success reference case of remote delivery innovation for cloud products in Greater China.

REHAU has also built an innovative ecosystem for incorporating more business innovations based on the SAP ecosystem. This enables REHAU to continuously go-live and optimize its business processes, fully promote real-time lean production across the company.

Business Process Details



Process Before

- Old User Experience
- Old system, redundant data
- 23% function usage
- Manual and erroneous input of sales orders from excel, PDF files and emails
- 1000 financial accounting documents, 4 days work
- 500 orders per batch for improved order closing, 1 day work
- Complex and changing local legal requirements for each country & region

Process After

- Simplified User Experience
- Real-time data and efficient system
- 50% functional adoption
- Automated sales order creation from excel, PDF, social media, voice and emails.
- Automating the processing of 1000 financial documents, 10 minutes to finish
- Automating the processing of 500 orders, 2 minute task
- Meet the legal compliance quickly with low implementation effort

Benefits and Outcomes



Business or Social

REHAU has significantly enhanced process performance across different business units through the successful implementation of SAP S/4HANA Cloud, SAP intelligent technologies in different countries and regions. This not only laid a solid foundation for the sustainable development of the group, also established a new industry benchmark, becoming a leader in the reform of digital innovation strategy across the world.

IT*

Further explore SAP S/4HANA Cloud, SAP intelligent cloud platform to roll out and deploy the system in Asia Pacific and Europe, and accelerate the unified and standard implementation across the Group

Complete the roll-out of SAP S/4HANA in Taiwan and Indonesia in 2021. Plan to roll-out to Singapore, Philippines and Malaysia in 2022

Plan to roll-out to India, fulfill complex local tax policy

Successfully applied iRPA in Europe to automate accounts receivable processing

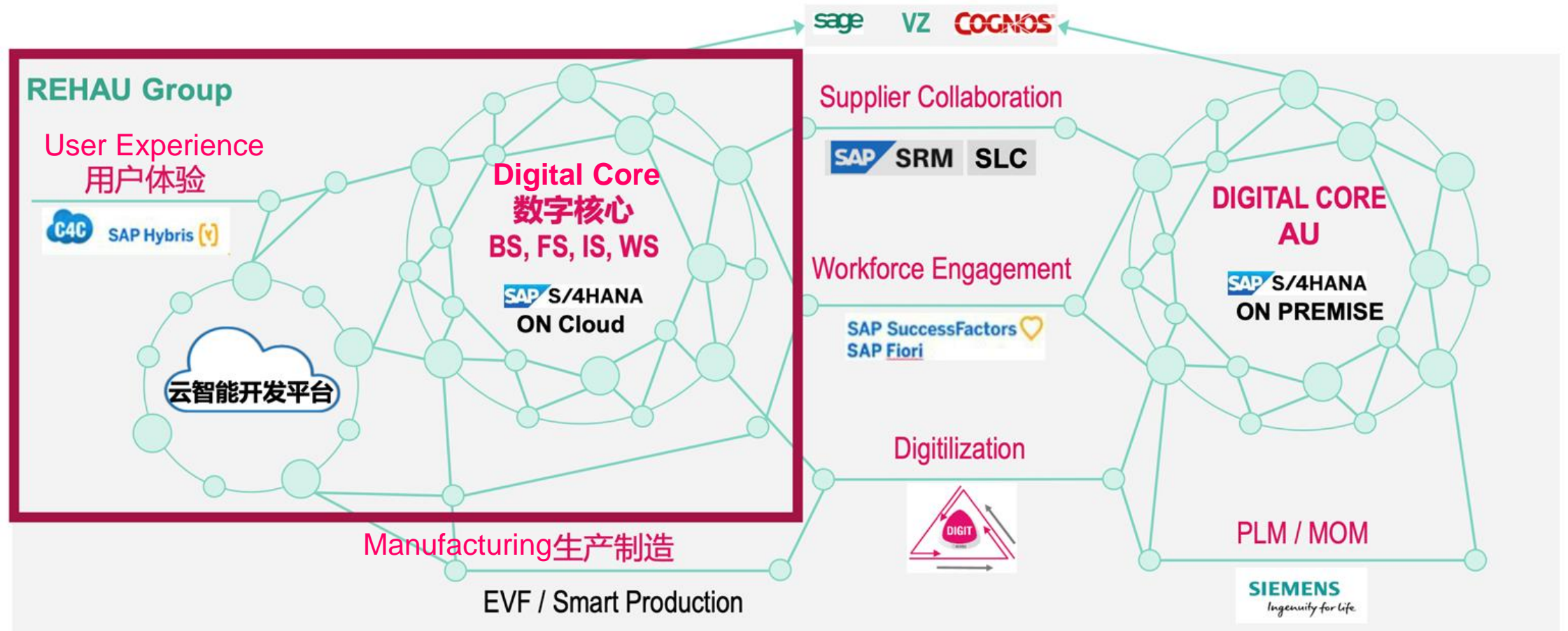
Human Empowerment

Employees are beneficial from accelerated process flow and are released from the manual repetitive tasks to more creative and value added tasks. Employee satisfactions are increased.

By using SAP Intelligent RPA, customer saved human effort from 4 days per month to 10 minute per month in processing financial accounting documents and save one day into 2 minutes for automating production order closure.

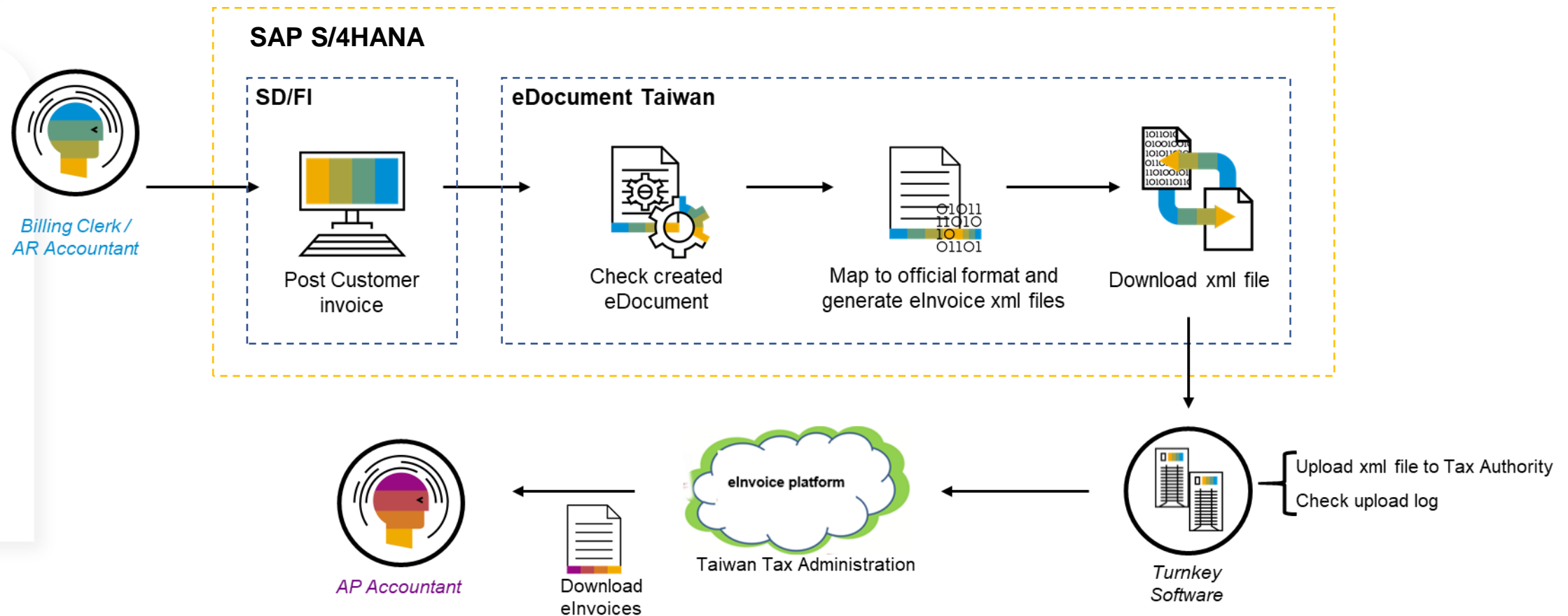
Architecture

SAP S/4HANA as future Backbone



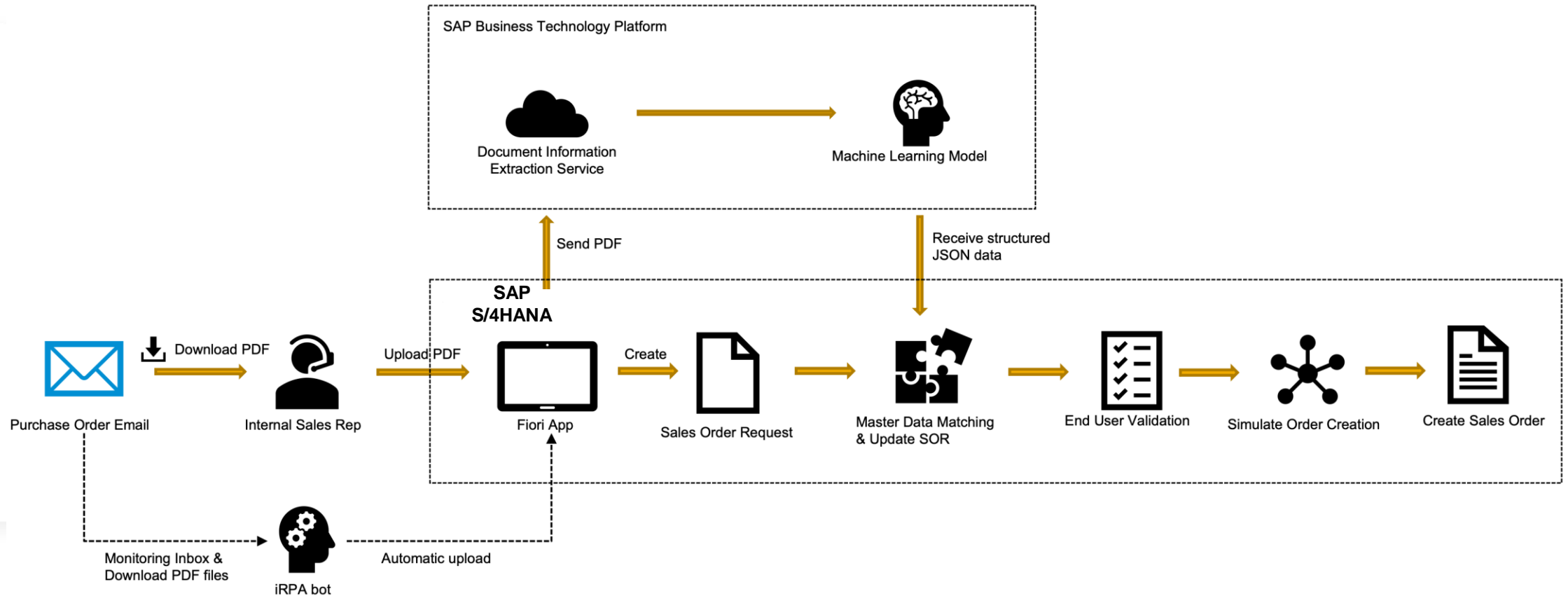
Architecture

Taiwan E-Invoicing Process



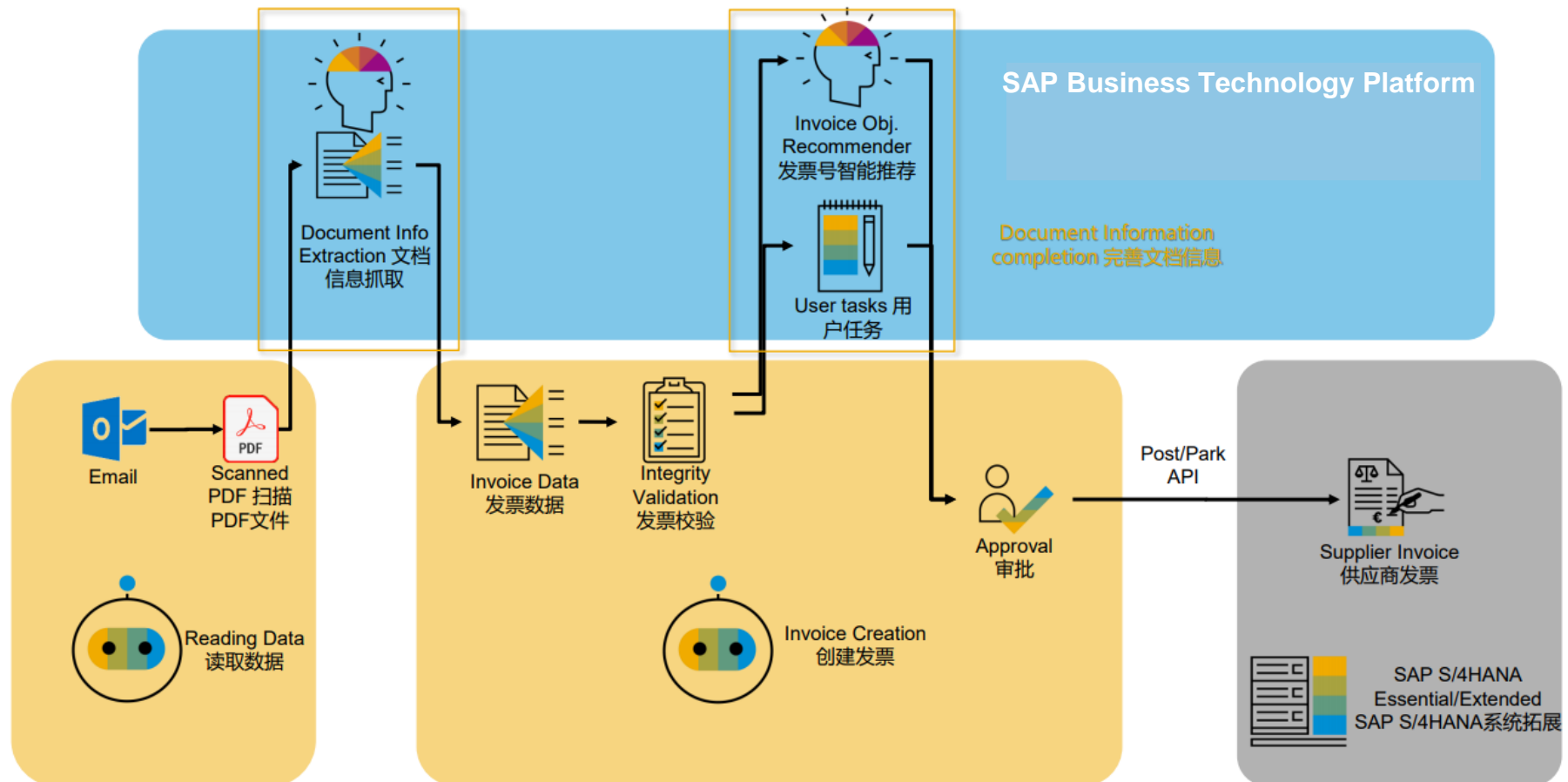
Architecture

E2E Intelligent Sales Order Creation from Unstructured Data



Architecture

E2E Intelligent Process Automation for invoice management



Deployment Details 1 of 2



Deployment status Live

Date 2018-April-09

Number of end users 123

Number of customers 1

Transaction Volume 1M Entity Close per Month
2000+ Sales Orders per Month

SAP® technologies used:

	SAP product	Primary product	Deployment status <small>LIVE or POC [proof of concept]</small>	Contribution to project
1	SAP S/4HANA Cloud	<input checked="" type="radio"/>	Live	Core ERP system
2	SAP Intelligent RPA	<input type="radio"/>	Live	Build automation bots and integration with S/4HANA Cloud in finance, production, sales areas.
3	SAP Business Technology Platform	<input type="radio"/>	Live	CSAP Machine Learning Service enables bot to do document extraction from invoices and recommend the invoice Objects before posting the invoice in S/4HANA Cloud
4	SAP Document and Reporting Compliance for SAP S/4HANA Cloud	<input type="radio"/>	Live	SAP DRC for S/4HANA Cloud enables customer to create, process, and monitor transactional documents and periodic regulatory reports across countries.
5	SAP Cloud Application Lifecycle Management (ALM)	<input type="radio"/>	Live	Monitor order-to-cash process, Procure to Produce, integration monitor
6	SAP Analytics Cloud	<input type="radio"/>	Live	Used for APJ Reporting, integration with BW

Deployment Details 2 of 2



The following offerings from SAP Services and Support were utilized during the implementation or deployment phase

- SAP MaxAttention™
- SAP ActiveAttention™
- SAP Value Assurance
- SAP Advanced Deployment
- RISE with SAP for Industries
- Other:
- SAP Advisory Services
- SAP Customer Experience Solutions
- SAP Innovation Services
- SAP Innovative Business Solutions
- SAP Preferred Success
- SAP Enterprise Support
- SAP Solution Manager
- SAP Cloud ALM

Contribution to the project

Monitor order-to-cash process, 采购到生产, integration monitor.

Process automation, improve efficiency, reduce human effort

Advanced Technologies (1 of 2)



The following **advanced technologies** were part of the project.

	Technology or use case	Product *	Contribution to project and how product used integrates with SAP products
1	Intelligent technologies	SAP Intelligent RPA	SAP Intelligent RPA and Machine Learning with OCR service jointly automate the end-to-end invoice management and sales order creation process.
	A) Machine learning or artificial intelligence Conversational AI, AI-based knowledge graph, AI Business Services, Robotic process automation	SAP Machine Learning Service SAP OCR	
	B) Blockchain		
	C) Internet of things		
2	Intelligent data management Multi-cloud and or hybrid deployment, data virtualization & governance, privacy compliance, cloud data lake service		

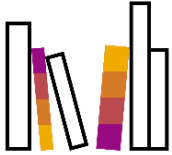
Advanced Technologies (2 of 2)



The following **advanced technologies** were part of the project.

	Technology or use case	Product *	Contribution to project and how product used integrates with SAP products
3	<p>Advanced cloud integration</p> <p>New business models using API's, Connecting business partner(s) with API's, Integration Advisor, Digital integration hub architecture, Event Mesh</p>	SAP BTP Integration	Seamless integration to legacy ECC, WMS, MES, etc.
4	<p>Advanced and augmented analytics</p> <p>Real-time and streaming analytics, spatial analytics, natural language processing, machine learning to identify trends, patterns, and outliers, predictive analytics and planning)</p>	SAP Analytics Cloud	Used for APJ Reporting, integration with BW
5	<p>Combined transactions and analytics on single data set</p> <p>Reduce data latency and footprint from dedicated data marts, data warehouses and data lakes (> 1TB)</p>		

Additional Information



Since year 2006, REHAU China and APJ became an SAP Customer.

- First go-live and reference customer of SAP S/4HANA Cloud, SAP Intelligent RPA and intelligent technologies packages in the Greater China region.
- Adopt SAP S/4HANA localization solution for Greater China region and further extend to APJ area.
- First SAP intelligent automation co-innovation solution (including RPA, Machine Learning and OCR) in GC Region.
- Continue to extend and deploy SAP Intelligent Cloud Platform to Asia Pacific Europe to accelerate group harmonization and standardization.
- Deepen lean management philosophy and continuously create superior value across the entire industry chain.