



SAP  
Innovation  
Awards 2019



# SAP Innovation Awards 2019 Entry Pitch Deck

Touching the hearts of all by the universal language of  
music  
Elektron

THE BEST RUN



# Empowering People Through Extraordinary Sound

## Elektron



### “Quote”

Now we can finally have a better control of our KPI's in real time from anywhere. More than managers can follow the business and therefore we have improved communication that's been an improvement area for a long time.

Tony Axelsson  
Chief Operations Officer

### Challenge

Facing global growth with three entities in three different countries while working with solutions which are not set up for the future plus lacking the flexibility and intelligence to empower the organization. Retain the effective nature of an SMB.

### Solution

Deployment of SAP Business ByDesign as a platform to drive growth locally and across the globe

### Outcome

All business areas working off the same foundation, with built-in intelligence and integration, allowing the organization to make intelligent strategic and operational decisions and to fully focus on delivering products and services that ensure ongoing customer buy-in

30% faster monthly reports.(globally)

50% more efficient order to delivery processes

50%+ of previous taylor-made processes and systems replaced by one single system/soluion



## Partner Information

### Stretch AB



Partner to drive implementation and provide ongoing services to electron as the company grows further





## Business Challenge & Objectives

An organization that needs to prepare for a new future business, in need for increased efficiency and control.

Common processes in a global organization

Automate and digitize for a customer-oriented and efficient organization

Prepare for new customer segments and revenue streams across the globe



## Project / Use Case Details

When you come into contact with an Elektron instrument, your particular sound emerges. This is what matters. Designed to the highest standards, assembled by hand and tested exhaustively before being sent out worldwide: Elektron offerings help producers, artists and DJs both well-known and underground to perfect their craft.

At the end of the day Elektron simply wants to empower you through extraordinary sound. Make music a natural part of your life. To achieve this Elektron continues to innovate and push technological boundaries – continuing to think new.

With SAP Business ByDesign, a new era has begun in which Elektron redesigns the company organization, processes, and IT landscape to set the foundation for the future – for people and the technology they use. Serving a world-wide community of artists and music lovers.



# Benefits and Outcomes

## Business / Social

- Decreased administration
- Automated processes
- Increased shipping accuracy

## IT

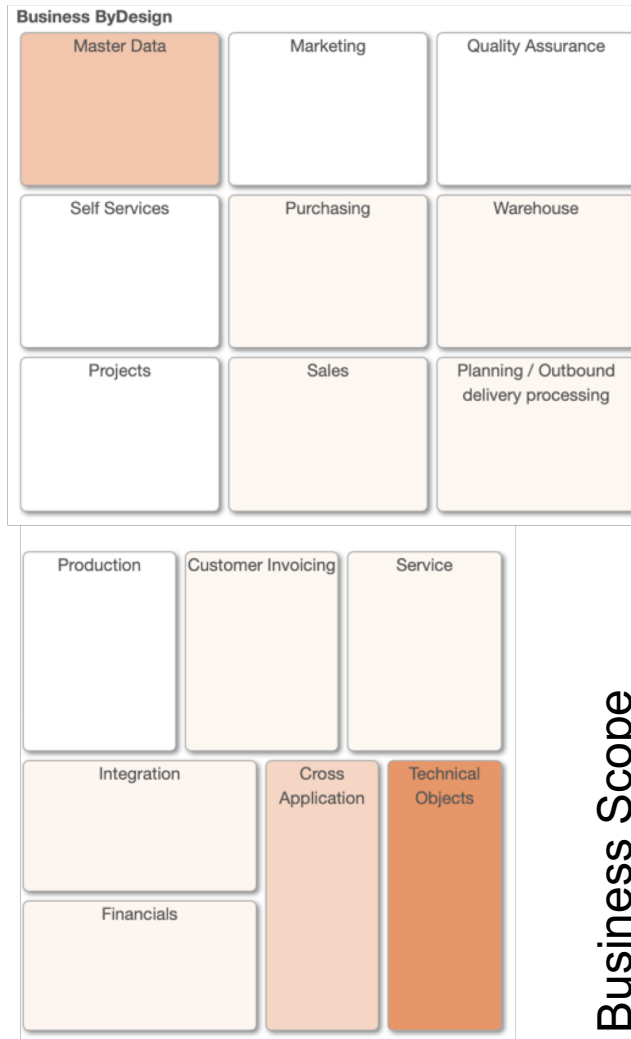
- Decommissioned legacy ERP, replaced by cloud solution
- Reduced maintenance costs
- Quicker time-to-market for changes
- Single source of information

## Human Empowerment

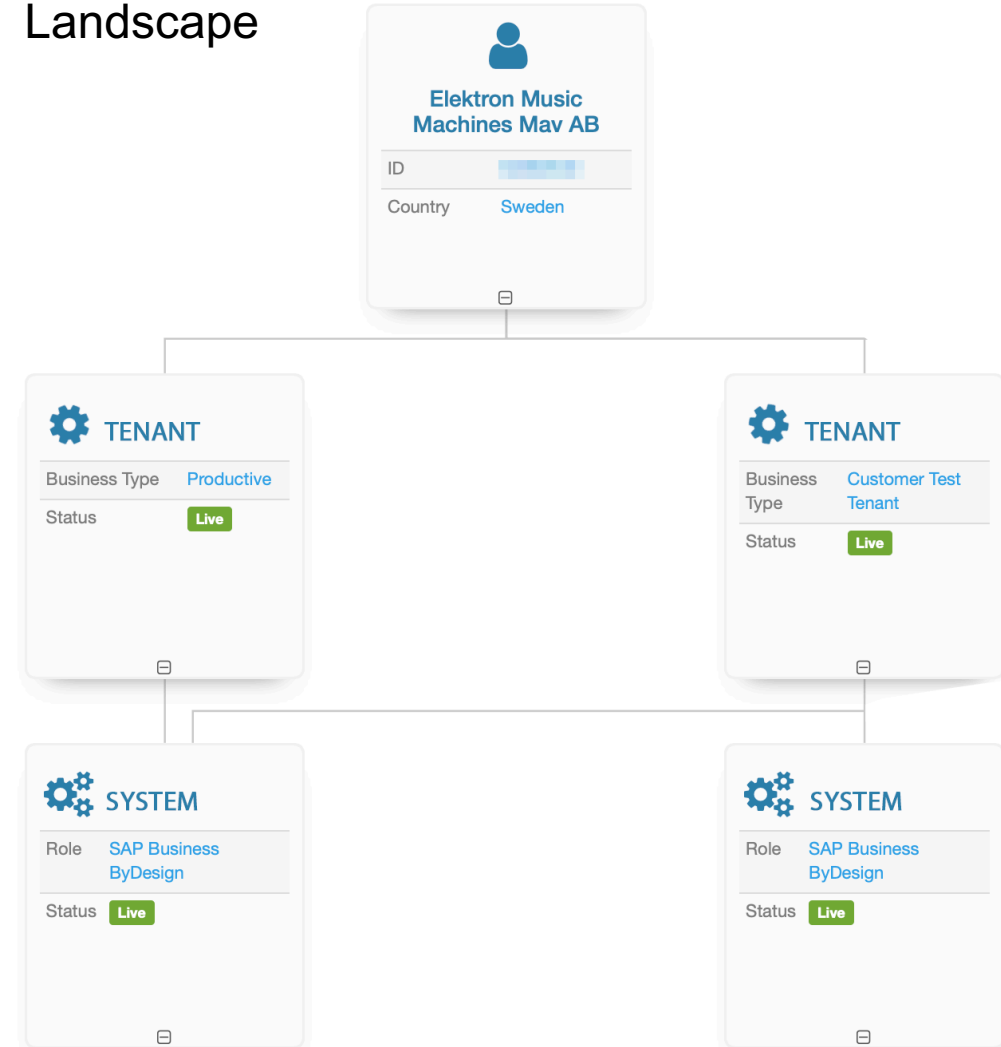
- Strengthened authorities in all parts of the organization
- Increased internal governance
- Strengthened focus on the business, allowing employees to invest more time in serving the community and customers, and to continuously innovate products



# Architecture



## Landscape





## Deployment

Date of Deployment or POC: January 7, 2019

Number of live users: 37

### **SAP Technologies Used:**

SAP Business ByDesign

LIVE

Server Processor: SAP Hosted Cloud Solution

Linux Distribution: SAP Hosted Cloud Solution





## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	NO	
2.	IoT	No	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	Yes	Cloud Native ERP
7.	Extending the digital core with SAP CP / ABAP in SAP CP	No	
8.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	