BEST RUN AWARDS FOR SEA

MAKING THE WORLD RUN BETTER

2021

Namsiang Group

SAP S/4HANA package Netizen Peony on netizen.cloud

NSG

NAMSIANG GROUP

THE BEST RUN **SAP**
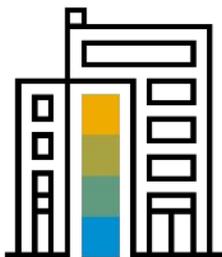
Company Information

Headquarter **Namsiang Group - Bangkok, Thailand**

Industry

Personal Care, Food and Food Supplements Industry

Website https://namsiang.com/en/home/

NSG Group is a leading chemical product distributor in ASEAN, best renowned for its wide variety of products with a comprehensive selection such as cosmetics, food supplements, fragrances, flavoring agents, food additives, cleaning products, and tools to provide customers source of global manufacturers with best quality. NSG also provides a variety of standardized services to meet the needs of customers.

NSG was founded in 1927 and has been in business for over 95 years with a commitment to develop and co-create new products together with all customers and business partners as well as respond to the needs of customers in a timely manner under the concept of "Beyond Collaboration". With an increasing competition, the cost uncertainty, and the need to quickly respond to customers. NSG is focused on reinventing its business and operating models through digital transformation to support the company's growth and prepare the company to become the best service provider in the ASEAN region.

Also, NSG has expand operations to include Vietnam, Philippines, Indonesia which provided the local ex-stock support with repacking capability and technical support from HQ and Namsiang rebranded to NSG to match with company vision to go Beyond Collaboration and become the supplier of choice in our chosen market in ASEAN as well.

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Namsiang Group

Emerging Enterprise Award - The Small but Mighty

"Quote"

"**SAP S/4HANA package Netizen Peony, the Core ERP enables NSG working environment to be more Digital Workplace with concept of Work Anywhere & Anytime**"

- Sevee Chaisuetrong, Senior IT Manager-

Challenge

NSG group is running business to support the whole chemical supply chain industry including trading, manufacturing, Labs service and retail. The main products of NSG group is personal care ingredients (small) which is the key component for our daily use products (mighty). To support ASEAN market expansion, the challenge of using **disparate legacy systems**, running business **without standard processes** and having difficulty in **people collaboration with actual information**, became time to change during this COVID-19 pandemic period. NSG required a reliable, **one single core ERP platform to** support group companies in various areas such as shared service management, global processes, credit management and product shelf life management. NSG Group embarked on a comprehensive Digital transformation journey in 2020, starting with its core - SAP S/4HANA package Netizen peony on netizen.cloud.

Solution

Build **Digital Core global template** with **S/4HANA package Netizen Peony** on **netizen.cloud** to support group companies chemical supply chain starting from trading, manufacturing, wholesales and retail. Run with **Fiori First Strategy** to enable more than 300 fiori apps
Streamline business processes integration with various kind of external systems by using **iRPA**

- CRM
- POS/e-Commerce
- WMS
- Document management system
- Bank Interface

Outcome

As a result of this transformation project, NSG could standardized, centralized its business processes and implemented change management to help employees adapt to the changes and new technology. Additionally, NSG achieved significant results in business and operations.
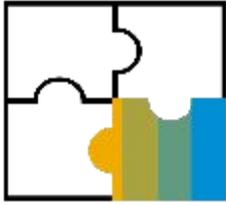
Data Financial Analysis Accuracy more **35 %**	Productivity, Speed of Document management up to **40%**	SAP IRPA **significantly** reduce the presence of repetitive and manual activities

Business Challenge and Objectives

- Consolidate and harmonize key business processes on a single platform

- Shared Service Management

- Industry best practices to ensure standardization in processes

- Governance and Compliance

- Reliable and predictable ongoing support structure

Our organization need to improve the working system in order to conform with the world of digital which are having and using information transparently, spontaneously, and high quality. So, the organization can apply these high quality information to analyse and plan the business. There are 2 challenges for the organization which are; employees still familiar with the existing working process, and the operating results and various financial indicators which two of them are still in good condition.

However, this implementation has changed the whole system both the structure, technology, working process. Internal communication, understanding and the supporting from management team and everyone are the key factors in the completion of the project according to the project's objectives.

Benefits & Outcomes

BUSINESS / SOCIAL

1. Digital core enhances the full spectrum of business value
2. Dramatically reduce dead Stock
3. Reduce paper works and document management more than 40-50%
4. Central Procurement processes
5. Comprehensive Financial Data analysis
6. Analytics Report and management dashboard to make faster decision
7. Simple workflow management to support approval process
8. 100% Online Go-live support by Netizen due to the impact of Covid-19 pandemic
9. Design the global template to rollout to other countries in NSG group such as Vietnam, Philippines and Indonesia with shortly time frame

IT

1. High DATA Security
2. User Friendly with SAP Fiori
3. SAP as a Digital Core which enhances NSG's process architecture with a wide range of integration
4. SAP Open Platform to integrate with other systems
5. Embedded analytics with real-time reports
6. Data consistency and transparency
7. Support 24/7 from anywhere and anytime

HUMAN EMPOWERMENT

1. The easier and better access to SAP system for sales department which helps them to collaborate related information to get response and feedback to customers faster in terms of sales quotation, stock availability, and order status.
2. Staff can access to the System and work anywhere, anytime.
3. End-to-End of collaboration working
4. Robotic Process Automation can essentially reduce the repetitive workforce.

Project / Use Case Details

SAP S/4HANA Version 2020 with Netizen Peony package and SAP iRPA solution which interface data & file

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As a leading distributor of the industrial chemical products in the country and distribute products internationally, NSG has looking for the way to restructure our business processes to be operated on a single platform. We want to reconfigure supply chains and incorporate sustainability into our business practice which can help us adopt into enterprise-wide business innovation.

NSG has successfully converted its legacy system to Netizen Peony, the localized package of the next-generation business suite SAP S/4HANA with Fiori standard report, and successfully implemented SAP Intelligent Robotic Process Automation (iRPA) through the collaboration with software giant SAP and implementation partner, Netizen. The newly harmonized ERP system will enable NSG to become an agile, organization driving digitalization while unlocking the innovation potential of chemical enterprise to enhance the full spectrum of business value including revenue growth, operating margin, asset efficiency, as well as company strengths such as sustainability and safety.

For its operations across 4 offices in Thailand, NSG is now relying on SAP S/4HANA, Netizen Peony for new database technology and will expand the implementation in Vietnam, the Philippines, and Indonesia. The localized version of SAP S/4HANA, Netizen Peony, implemented by Netizen, a consulting company with more than 20 years of SAP's software implementation will act as a digital core, to help NSG drive digital transformation and simplify business processes across their entire organization to improve the inventory management and forecasting, enabling the company to react to customers' demands in real-time. The solution will also provide visibility to sales, stock, inventory data in real-time via mobile devices. While iRPA, intelligent technology will help NSG automate the repetitive manual processes that occupy their time by creating, scheduling, managing, and monitoring intelligent bots and redirecting the company's resources toward high-value initiatives.

Additional Information

Implementation 4 Companies; whole chemicals supply chain industry

Namsiang Organization:

1.Company: Namsiang Co., Ltd. (NSC)
Business Type: Trading

2.Company: Namsiang Life Sciences Co.,Ltd. (NLS)
Business Type: Manufacturing

3.Company: Krisada Specialties Co., Ltd. (KSD)
Business Type: Shipping & Trading

4.Company: Krisada Laboratories Co., Ltd. (KSL)
Business Type: Laboratory (Service)

PRODUCTS

COSMETICS

HOME CARE

FRAGRANCE

NUTRACEUTICAL

FOOD ADDITIVE

FLAVOR

EQUIPMENT