



WEYLICHEM

MIDSIZE CHEMICALS FIRM DEPLOYS SAP® INDUSTRY SOLUTION IN SIX MONTHS

QUICK FACTS

“The SAP applications work together like clockwork.”

Dr. Thomas Büttner, Managing Director,
WeylChem Frankfurt GmbH

Company

- Name: WeylChem Frankfurt GmbH
- Headquarters: Frankfurt, Germany
- Industry: Chemicals
- Products and services: Chemicals for agricultural, pharmaceutical, and industrial markets
- Revenue: €175 million
- Employees: 500
- Web site: www.weylchem.com
- Implementation partners: Accenture (Munich, Germany), TechniData AG (Markdorf, Germany), ENKA International GmbH & Co. KG (Wuppertal, Germany)

Challenges and Opportunities

- Rapidly establish IT solution for newly independent company
- Support sustainability as an environmentally sound business

Objectives

Implement comprehensive, industry-specific chemicals solution in 6 months

SAP® Solutions and Services

- SAP® Business All-in-One for Chemicals solution
- SAP Best Practices for Chemicals package
- SAP Environment, Health, and Safety Management application

Implementation Highlights

- On-time implementation
- Within budget
- Good coordination between partners

Why SAP

- The company's satisfaction with SAP software from when it was part of a larger corporate entity
- Flexible functionality, enabling easy customizations
- SAP's experience and support for best practices in the chemicals industry

Benefits

- Reduced IT costs by 15% or more
- Lowered IT costs to below 1% of total corporate expenditure
- Reduced costs and increased compliance assurance via integrated processes related to product safety and regulatory requirements
- Improved management of working capital
- Enhanced decision making via more effective analytical tools



It's hard stepping out on your own, but the SAP® Business All-in-One for Chemicals solution makes it a lot easier. When a private equity firm "carved out" the custom manufacturing operations of Clariant International Ltd., the new company – WeylChem Frankfurt GmbH – had to set up an IT solution fast. WeylChem did it in six months, rolling out the industry-specific SAP solution that included the SAP Best Practices for Chemicals package; it also deployed the SAP Environment, Health, and Safety Management (SAP EHS Management) application.

The rapid rollout met WeylChem's goal – to get up and running independently in a hurry.

"The main objective was to switch over from the Clariant system as quickly as possible, with the least interruption, on a fairly tight budget," says Dr. Thomas Büttner, managing director at WeylChem Frankfurt, which operates closely with WeylChem U.S., based in Elgin, South Carolina. "As a midsize organization, we could not afford for key users to spend a lot of time on the project, because it would have paralyzed the organization."

WeylChem not only met its compressed schedule – it reduced IT costs.

"We significantly lowered our IT costs," says Büttner. "Even early on, during this transformation period, we saved 15% or more. Our current IT costs are less than 1% of total corporate expenditure."

The on-time, within-budget implementation aligned closely with WeylChem's sustainability objectives. Says Büttner,

"We have to comply with regulatory legislation in Germany, Europe, the United States, and worldwide. The integration between SAP Business All-in-One for Chemicals and SAP EHS Management takes away the uncertainty and administrative burden you otherwise have if your data and information systems are not tightly linked. There are a lot of rules for the handling, production, and transportation of hazardous materials. We needed a tool that made this easier, not more complicated. We now have a solution that supports our idea of an environmentally sound business and keeps us ahead of the regulatory curve."

Chemicals Solution: Complete and Integrated

SAP Business All-in-One for Chemicals is based on SAP software for enterprise resource planning and SAP Best Practices for Chemicals. It covers core processes like financials, sales and distribution, supply and demand planning, and manufacturing; provides preconfigured support for industry-tailored best

practices for chemicals, such as recipe and storage tank management; and supplies regulatory and legal forms like material safety data sheets (MSDS).

SAP EHS Management helps companies like WeylChem manage hazardous substances and dangerous goods, occupational health, and industrial hygiene and safety. The software also enables easier compliance with the European community legislation for the Registration, Evaluation, Authorization, and Restriction of Chemicals (REACH). This allows WeylChem to track substance volumes, collect and submit data, and monitor the chemical registration process as required by law for chemicals and their safe use.

The applications are tightly integrated. Orders coming into SAP Business All-in-One for Chemicals are checked by SAP EHS Management for hazardous or dangerous goods and compliance requirements; MSDSs and labels are printed automatically and sent to the customer. "The entire process operates smoothly, from order through invoicing, even though the information and process steps flow across multiple functional modules," Büttner says. "The SAP applications work together like clockwork."

Clockwork means WeylChem can make the best use of its money. "In today's economic climate, it's more important than ever that the order-to-cash process moves as fast as possible," Büttner says. "Using the SAP software, we can fill customer orders quickly and procure raw materials only as needed from our suppliers. This helps us better utilize our working capital."



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SAP Software: The Only Choice

WeylChem didn't consider any alternatives to the SAP software. “We used SAP applications at the previous company, and they worked very well,” Büttner says. “We wanted to continue using SAP products and upgrade to the newest releases. With SAP Business All-in-One for Chemicals, we have a solution that is sized to our needs and scalable to support growth.”

WeylChem selected Accenture (Munich, Germany) to assist in the rollout. “Accenture came highly recommended from Clariant,” Büttner says. “It had the expertise, the right people, and the right skill set to get this done in half a year; it also offered us the best deal for our money.”

WeylChem was also helped by sister company ENKA International GmbH & Co. KG (Wuppertal, Germany), which had experience from its own recent SAP software implementation. Also

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assisting was TechniData AG (Markdorf, Germany), which focused on the SAP EHS Management portion of the rollout.

“The coordination between SAP, Accenture, ENKA, and TechniData was excellent,” Büttner says. “The consultants worked together to make sure all

the software and data was linked properly. This integration is especially crucial for tracking dangerous and hazardous goods and issuing instructions to third-party logistics providers. If these connections are not well established, it can create havoc around the MSDSs and other crucial information.”

ENKA hosts and manages the SAP Business All-in-One for Chemicals solution from its facilities in Wuppertal. TechniData hosts SAP EHS Management separately, delivering the software on demand as a service. It also keeps the SAP EHS Management database updated with current regulations for chemical substance classifications and labeling and occupational exposure limits.

Best Practices: Preconfiguration for Processes Plus Customizable Flexibility

Büttner says SAP Best Practices for Chemicals was the key to the rapid implementation. “Without these

preconfigurations, we wouldn't have achieved our goal. SAP Best Practices for Chemicals saved us time that we otherwise would have spent thinking through how to configure each process. We could implement these business processes as is because they were based on proven best practices.”

Still, WeylChem was able to tailor the solution to accommodate its specific needs. “We did not use the best practices package as a ‘straightjacket,’” Büttner says. “Best practices help you sort through the maze of possibilities for executing business processes. Whenever we identified a unique requirement, we were able to modify the processes, due to the software's flexibility. And, although we configured approximately 20% to 30% of our processes, we stayed as close to the preconfigured processes as possible to save time and money. Any changes to the standard software had to be evaluated by the steering committee; this kept everyone very disciplined.”

Chemicals Template: Accelerator for Subsequent Rollout

After WeylChem rolled out SAP Business All-in-One for Chemicals and SAP EHS Management at its German operation, it reprised the implementation at the U.S. facility in five weeks. Says Büttner, “This template allows us to install a comprehensive IT solution at sister divisions quickly, as needed.”

With the SAP software, WeylChem can not only operate more efficiently worldwide – it can also make better decisions via analytical tools that are part of the standard SAP Business All-in-One for Chemicals solution.

“We now have everything we need on a dashboard to steer the ‘corporate car,’” Büttner says. Senior executives get information in standardized, preselected formats. Key users can generate individualized reports for their own use, or they can create reports to meet special requests. “Creating reports is now much easier,” Büttner says, adding, “We are the master of our IT solution. We own it, we use it, and we don’t have to go to some department for help. We are much more flexible than before and can respond much more quickly to changes. As managers, this helps us steer the company through the business world with much greater confidence.”



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