

GOLD FOR THE WORLD CHAMPION: Scheurich sets a new standard with its SAP S/4HANA migration

CONCETO
Success Story
S/4HANA



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AT A GLANCE

FIGURES, DATA, FACTS

- **Industry/Sector:** Consumer goods – Planters (Indoor and outdoor)
- **Headquarters:** Kleinheubach/Main, Deutschland
- **Number of employees:** Approx. 600 employees
- **Production facilities:** 1 in Germany
- **International presence:** Represented in over 80 countries with a focus on Europe, Asia, and North America

THE CHALLENGE

- **Complex software landscape** consisting of SAP, SEEBURGER, and e-commerce elements

THE RESULT

- **Increased performance** thanks to access to real-time data
- Lean data model for **less redundancy**
- **Winner of the SAP Quality Award in Gold in the Innovation category**



For over 90 years, Scheurich has stood for the best quality, high reliability, and long-term trust. This makes Scheurich the market leader in Europe for indoor and outdoor planters.

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The powerful core of S4/HANA and the opportunities it offers are not the only factors that will determine the future success of all digital business processes. In order to successfully master this technological realignment, it was important for us to have a partner at our side who not only understands the pitfalls of migrating to S/4HANA, but can also assess and avoid potential impacts on our integration scenarios, such as our web shop and our SEEBURGER middleware.

Reinhard Birven
Managing Director
Scheurich GmbH &
Co.KG

Top quality requires efficient processes

Scheurich is the international leader in the manufacture of premium indoor and outdoor planters. Thanks to its use of high-quality materials, the manufacturer is the only ceramic supplier to offer a waterproof guarantee. In addition, the company regularly receives prizes and awards for its innovative designs and its keen sense of global trends. However, in order to manufacture innovative and high-quality planters from the finest materials, the various production steps must be coordinated. At the same time, the company's highly automated logistics must also function flawlessly, as it transports millions of items from Scheurich's production facilities to specialist stores and retail chains worldwide. State-of-the-art equipment and the latest IT processes are crucial for these processes in order to guarantee the company's success in the future.



Pioneering migration

The DSAG Economic Report 2018 shows that one in three companies plans to switch from ERP 6.X to S/4HANA in the next three years. More than 1,000 customers successfully migrated to the new system in 2017. As a result, many long-time SAP users are faced with the question of when is the best time to switch to the next evolutionary stage of the SAP ERP system.

This was also the case for Scheurich. While previous SAP S/4HANA releases focused heavily on finance, the 1610 release offered the opportunity for the first time to fully exploit the advantages of S/4/HANA, particularly in the sales and logistics processes that are important for Scheurich. In general, the processes of the leaders in the consumer goods industry are characterized by a high degree of digitalization. The future market leaders will be those who optimally meet today's digitalization requirements and quickly seize emerging opportunities. One example is the topic of electronic data interchange (EDI): stable, high-performance process scenarios play a fundamental role in exchange relationships with market-leading retail and DIY chains.



Reinhard Birven, Managing Director of Scheurich, explains: „For the future of all digital business processes, it is not only the powerful core of S4/HANA and the opportunities it offers that are crucial to success. In order to successfully master this technological realignment, it was important for us to have a partner at our side who not only knows the pitfalls of migrating to S/4HANA, but can also assess and avoid possible effects on our integration scenarios, such as our web shop and our SEEBURGER middleware.“ In this respect, such a project could only be carried out successfully if the implementation partner could reliably combine profound SAP expertise with in-depth knowledge of the requirements of our trading and logistics partners. In this respect, Scheurich attached great importance to being able to obtain analysis, design, and implementation in both the SAP and SEEBURGER areas from a single source. Birven continues: “This meant that we were able to significantly reduce project risks and coordination efforts in advance simply by selecting the right consulting firm.”

That's why Scheurich chose CONCETO, the market leader when it comes to the perfect design and implementation of optimally coordinated SAP and SEEBURGER scenarios.

The implementation strategy for the SAP S/4HANA Enterprise Management System

The introduction of SAP S/4HANA thus brings Scheurich significant advantages in its highly automated production and delivery processes. Access to real-time data means an increase in performance values. Redundancies are eliminated as the logical data model is streamlined. Greater flexibility is achieved by merging the central tables. In addition, the intuitive SAP Fiori interface allows every user to operate all applications in no time at all, regardless of location or device.



” *Only through carefully selected partnerships was it possible to implement such an innovative project as the introduction of the SAP S/4HANA Enterprise Management System. Now, with our optimized IT processes, we can guarantee flawless manufacturing and logistics processes and meet the growing demands of our customers.*

Christian Groner
Project Manager SD & EDI
Scheurich GmbH & Co. KG



Expertise instead of experiments

Scheurich's manufacturer-specific requirements were addressed with reliable process consulting from CONCETO. It was important to Scheurich that S/4HANA be operated in the customer's own network. In addition, various connections to sub-systems were created and the requirement that all options for customer-specific enhancements could still be used was met. Jörg Chemii, IT Manager at Scheurich, emphasizes: "Right from the start, we were able to benefit from cross-system expertise. This was the only way to guarantee that such an important project would go live reliably." Significant milestones resulted from the Maintenance Planner. Important cornerstones were Customer Vendor Integration (CVI) and Custom Code Checks. Here, various customer-specific programs had to be adapted based on a simplification list.

This also provided an opportunity to review the customer's own applications that had been developed over the years and check whether they could be replaced by standard functions or had become obsolete.

The project was thus completed in less than a year and went live in August 2017.

SAP honors Scheurich

For Scheurich, the migration to SAP S/4HANA represents the achievement of a milestone and optimal long-term positioning in international competition. Once again, the market leader has demonstrated its flair for innovation with the go-live of the system. SAP also rated Scheurich's project as top class: since November 2017, Scheurich has been the current gold winner of the coveted SAP Award in the Innovation category.

We would be delighted to invite you to a no-obligation appointment with our experts!
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SAP S/4HANA »