

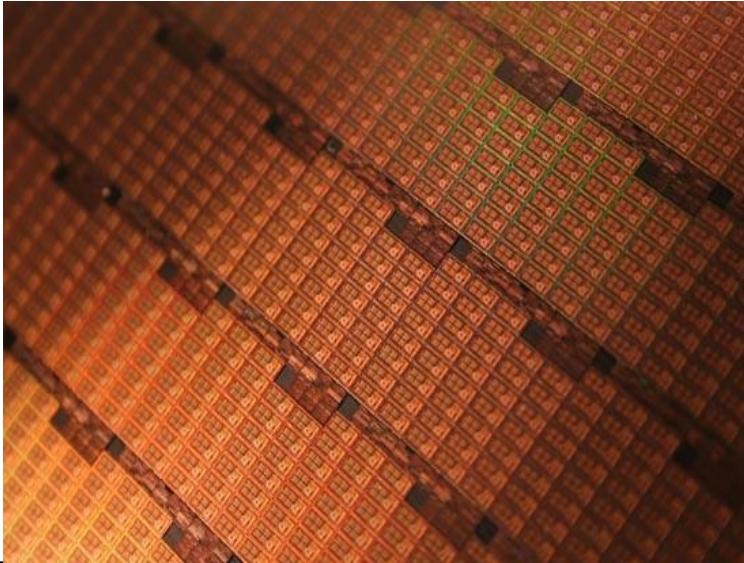
# Incture Technologies

## **Incture's Top 5 Success Stories in SAP NetWeaver BPM**



# SAP NetWeaver BPM

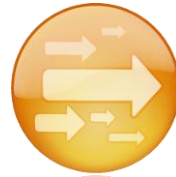
## Leading Semiconductor provider optimizes master data governance



### Quick Facts

#### Leading semiconductor provider

- **Industry:** Semiconductor
- **Revenue:** US\$13.98 billion
- **Employees:** 30,000
- **SAP Solutions and Services:** Developing flexible and innovative processes with SAP NetWeaver BPM, Master data management and governance with SAP MDM, SAP Solution Manager, SAP PI
- **Project State:** **Live**
- **Implementation Partner:** **Incture**



**Automating data quality improvement** – Process for matching, qualifying, and enriching data is automated through services and business rules



**Automating data load & distribution** – Using BPM to initiate data loading and orchestrate data syndication from MDM to multiple target systems



**Simplifying user experience** – Effective integration of existing UI with BPM to provide unified user experience, thereby reducing the need for additional end user training



**Improved exception handling** – Empowered to get quick insight into the data consistency and other technical problems that would come up in a typical high volume master data distribution

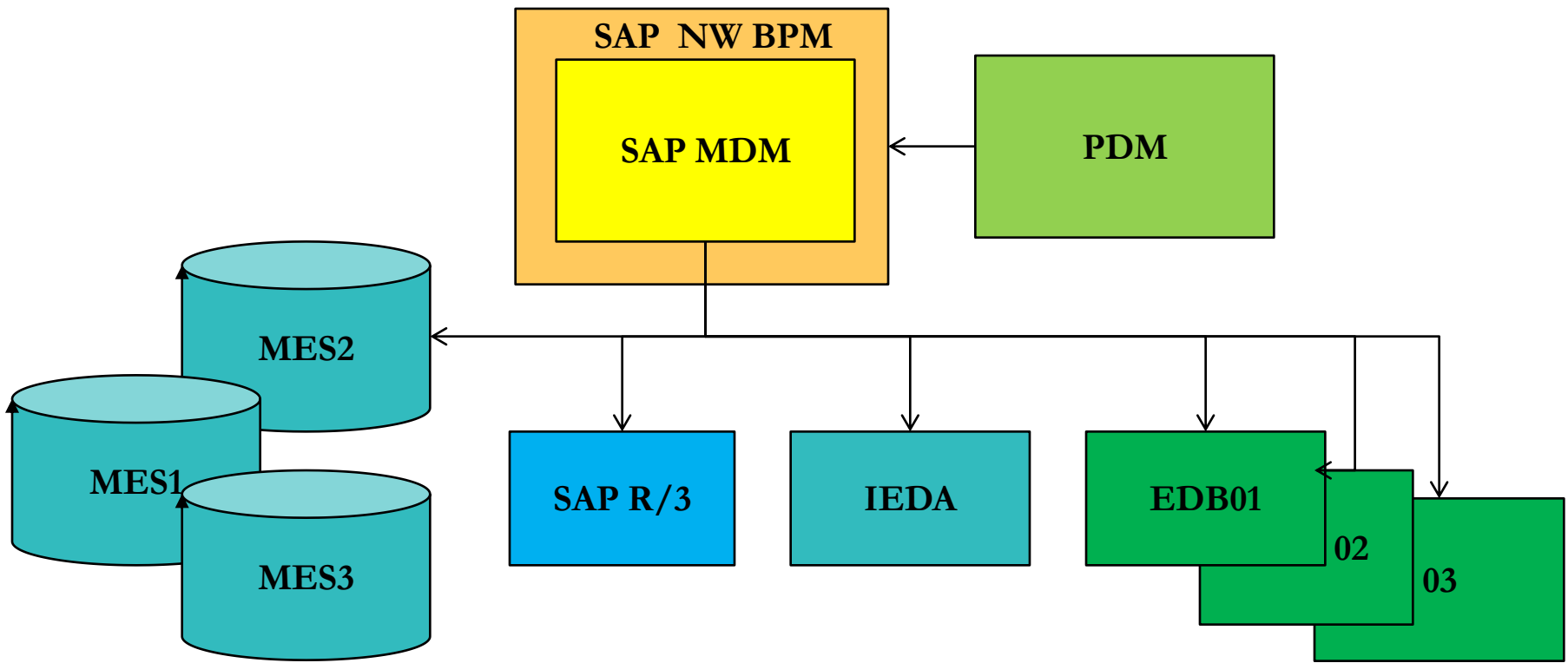
# Master Data Governance Processes

Automating migration, enrichment, and data distribution processes



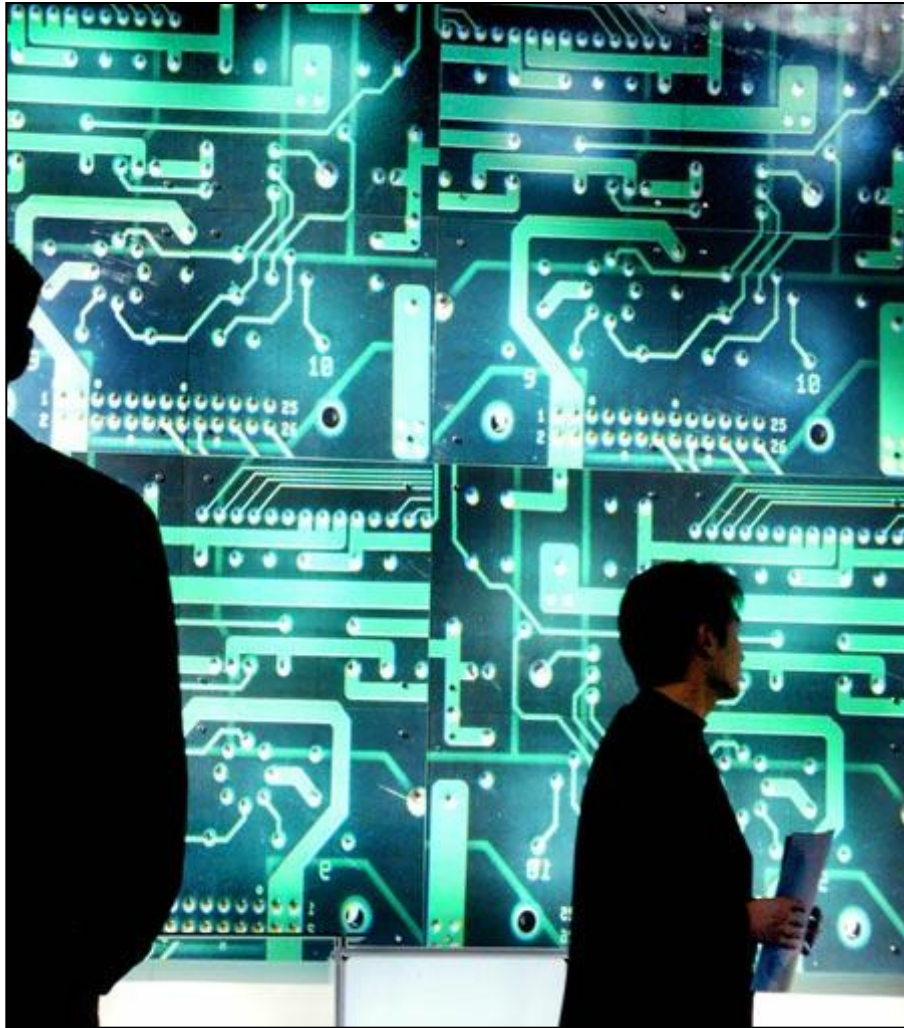
This company looks to **double speed of data distribution** while dramatically improving data quality leveraging SAP NetWeaver BPM and BRM for automating processes across heterogeneous systems.

## Improved Master Data Creation and Governance



# SAP NetWeaver BPM

Leading Semiconductor provider optimizes master data governance



## Implementation Highlights

- **Master data records distributed per day (Peak):** 2000
- **Number of concurrent BPM users:** 30
- **BPM orchestrates data distribution across:** 3 systems and planned to increase to 11 in a phased manner with zero code changes
- **Number of BOM queries per minute (Peak):** 2,000
- Enabled real-time data distribution as opposed to the existing batch mode
- **Event based sequential data distribution** across systems
- **Closed loop feedback mechanism** to ensure successful delivery of data messages
- Escalations, alerts and notifications on **exceptions** combined with “**fix-and-proceed**” pattern enabled quick issue resolution
- Built in provision for business activity reporting and data **consolidation reporting**
- Enhanced system specific data transformation and data enrichment
- **Centralized monitoring** of technical exceptions and data inconsistencies
- Doubled the speed at which data distribution happens across systems
- **Enforced rule based data quality checks**
- Built in provision for providing **real-time activity monitoring**
- Zero manual data transformation and data replication

# SAP NetWeaver BPM @ Unilever

Relies on BPM-MDM for End-to-End Material Master Maintenance



**Enhanced process visibility** – Real-time process analytics provides more visibility into the as-is state of the process thereby enabling the product owners to proactively identify the process bottle-necks



**Managing complex local requirements in a single global process** – business rules provide flexibility to simplify processes enough to be managed globally.



**Leveraging existing systems** – SAP NetWeaver BPM allows Unilever to deliver executable process content that combines human centric activities with commercial, technical, and master data systems



**Combining stability with flexibility** by leveraging service-enabled process components provided by stable backend-applications to create flexible business processes with SAP NetWeaver BPM

## Quick Facts

### Unilever

- **Industry:** Conglomerate
- **Revenue:** US\$39.82 billion
- **Employees:** 163,000
- **Headquarters:** London, United Kingdom
- **SAP Solutions and Services:** Developing flexible and innovative processes with SAP NetWeaver BPM, Master data management and governance with SAP MDM, SAP BRMS, SAP PI, SAP ERP
- **Project State:** User Acceptance Testing
- **Implementation Partner:** Incture

# Master Data Governance Processes

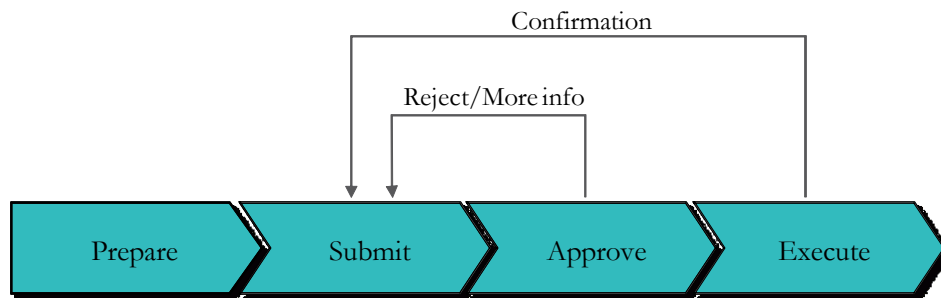
Putting master data quality into the hands of business users



Unilever **sped up master data processes by over 50%** and improved business user adoption by leveraging SAP NetWeaver BPM and BRM for process automation.



Adding intelligence through business rules with SAP NetWeaver BRM allowed Unilever to **meet country-specific requirements in a single global process** while giving rules management to business managers.



TaskingPlant	Sales Organization	Task Identifier	Key Customer	Material Group	Material Product Hierarchy	MPS Category
9206	Like *	> 969	Like *	Like *	Like *	Like *
		> 970	Like *	Like *	Like *	Like *
		> 971	Like *	Like *	Like *	Like *
9207	Like *	> 972	Like *	Like *	Like *	Like *
		> 973	Like *	Like *	Like *	Like *
9208	Like *	> 974	Like *	Like *	Like *	Like *
		> 975	Like *	Like *	Like *	Like *
9209	Like *	> 976	Like *	Like *	Like *	Like *
		> 977	Like *	Like *	Like *	Like *
9210	Like *	> 978	Like *	Like *	Like *	Like *
		> 979	Like *	Like *	Like *	Like *
9211	Like *	> 980	Like *	Like *	Like *	Like *
		> 981	Like *	Like *	Like *	Like *
9220	Like *	> 982	Like *	Like *	Like *	Like *
		> 983	Like *	Like *	Like *	Like *
9222	Like *	> 984	Like *	Like *	Like *	Like *
		> 985	Like *	Like *	Like *	Like *
		> 986	Like *	Like *	Like *	Like *
9223	Like *	> 987	Like *	Like *	Like *	Like *
		> 988	Like *	Like *	Like *	Like *
9224	Like *	> 989	Like *	Like *	Like *	Like *
		> 990	Like *	Like *	Like *	Like *
		> 991	Like *	Like *	Like *	Like *
		> 992	Like *	Like *	Like *	Like *
		> 993	Like *	Like *	Like *	Like *
		> 994	Like *	Like *	Like *	Like *

# SAP NetWeaver BPM @ Unilever

Relies on BPM-MDM for End-to-End Material Master Maintenance



## Implementation Highlights

- **One of the world's largest SAP BPM implementation**
- **Number of new Products created per year:** 14,400
- **Total number of BPM users:** 800
- **Processes spanning 100+ steps with more than 5000 rules**
- **Number of countries benefitted by the solution:** Initial roll out to 3 countries and 72 more countries in a phased manner
- **Improved the new product development SLA from 10 weeks to less than 4 weeks**
- **Intelligent business scenario based task routing and flow determination**
- **Closed loop feedback mechanism** to ensure successful delivery of data messages
- **Improved visibility into process bottle-necks** through timely escalations, alerts and notifications on **exceptions** combined with “**fix-and-proceed**” pattern enabled quick issue resolution
- **Enabled real-time process health monitoring** through a visually rich monitoring dashboard
- **Enhanced collaboration between users through integrated document management handling**
- **Provided framework to meet complex local business requirements** with the generic global process model, thereby making the new country introduction more agile with **ZERO** code changes
- **Dynamic rule based task owner determination**
- **Rules based automated on-screen data enrichment** reduced the think time of the end-users by 50%
- **Reduced TCO** by tightly integrating with existing systems

# SAP NetWeaver BPM @ Hindustan Unilever

Uses BPM to harmonize User Access Management



Hindustan Unilever Limited

## Quick Facts

**Hindustan Unilever**

- **Industry:** FMCG
- **Revenue:** US\$3.88 billion
- **Employees:** 65,000
- **Headquarters:** Mumbai, India
- **SAP Solutions and Services:** Developing flexible and innovative processes with SAP NetWeaver BPM, SAP ERP, SAP APO, SAP Enterprise Portal, Composition Environment, SAP BRMS, SAP ICH, SAP GRC, SAP CUA, SAP Solution Manager, SAP PI
- **Project State:** **Live**
- **Implementation Partner:** **Incture**



**Streamlined operations** – Self service capabilities reduced the need to engage Help desk for user provisioning and reduced the overall IT help desk calls



**Improved business responsiveness** – Get users productive faster through quicker access to key systems and applications.



**License Quota Management** – State-of-the-art license quota management capabilities helped in limiting and providing visibility over the use of SAP user licenses in each SAP system



**One stop Identity Management solution** – Enabled Unilever to manage end-to-end lifecycle of user identities across all SAP systems in the landscape

# SAP NetWeaver BPM @ Hindustan Unilever

Uses BPM to harmonize User Access Management



Hindustan Unilever Limited



I had a request for an urgent role change for Payment Run, since the existing user was going on leave. This request came to me at 2:13 PM . Call was logged at 2.33 PM and the role change was affected immediately on Approval. This has happened within an hour, proving the full functionality of UAM. Our sincere thanks to UAM Team for the effort put into to making this happen. Best Wishes!

– End User, Hindustan Unilever

## Implementation Highlights

- Eliminated paper based user request handling mechanism
- **User provisioning spans across:** 14 SAP systems (Java + ABAP)
- **Active users of the application:** ~ 400
- **Regions benefitted by the solution:** All four regions of Unilever India
- 80% decrease in the cycle time for
  - request submission
  - request processing (initiation/management)
  - audit reports generation
- **State-of-the-art one click email based approval**
- **Enabled compliance to SoX principles and standards**
- Improved visibility into process bottle-necks through request monitoring cockpit
- Eliminated potential security threats from rogue, expired and unauthorized accounts through automated user access de-provisioning
- **Enhanced user experience with automated GRC and SoD check reports available sent to approvers for each user provisioning request**
- Enforced controlled usage of SAP user licenses across departments and regions enabling the IT system owners to set license quota at various levels
- **Multi level dynamic approver determination**
- Eliminated manual approval mechanisms
- Improved audit capabilities with the help of integrated request tracking component

# SAP NetWeaver BPM @ Hindustan Unilever

Leverages BPM to maintain Customer Master Data



Hindustan Unilever Limited

## Quick Facts

### Hindustan Unilever

- **Industry:** FMCG
- **Revenue:** US\$3.88 billion
- **Employees:** 65,000
- **Headquarters:** Mumbai, India
- **SAP Solutions and Services:** Developing flexible and innovative processes with SAP NetWeaver BPM IBM WPC, SAP Enterprise Portal, Composition Environment, SAP BRMS, SAP CRM
- **Project State:** Live
- **Implementation Partner:** Incture

## Implementation Highlights

- Solution has been implemented for all four regions of Unilever India.
- **Active users for the application:** 500-600
- **Number of new Customers created per year:** 1200
- Usage of the application in terms requests has increased from 3000 to 14000 annually
- Cycle time for Customer creation / modification has reduced from 5-6 days to 2 hours.
- Increased ROI through tighter integration with HUL's existing IBM WPC master data management system.
- Enabled online Customer creation / change across systems.
- On click email based approval helped managers to avoid the cumbersome process of approving the requests by logging into portal multiple times.
- Intelligent and flexible approver determination using SAP BRMS
- Enabled document auditing capabilities for historical records by leveraging SAP content management system
- Reduced maintenance efforts significantly by replacing the legacy solution with BPM solution
- BPM helped HUL to reduce TCO by
  - Automating the manual tasks involved the legacy systems with the help of BPM
  - Automating the cross system customer master data lifecycle management
  - Eliminating the need for use of a middleware to effect the customer master data distribution across systems

# SAP NetWeaver @ Asian Paints

## Next generation Interaction model for Dealers



### Quick Facts

#### Asian Paints

- **Industry:** Paint
- **Revenue:** US\$1.45 billion
- **Employees:** 4,382
- **Headquarters:** Mumbai, India
- **SAP Solutions and Services:** Next generation dealer with SAP Enterprise Portal, Composition Environment, BRMS, SAP CRM, SAP MDM, SAP BI, SAP ERP
- **Project State:** Live
- **Implementation Partner:** Incture



**Focused Customer Service – Dealer Interaction**  
Dashboard for the service personnel which provided 360° view of the dealer thereby enabling the service personnel to address all requirements of the dealer in a personalized and standardized way



**Customer oriented personnel – Dealer**  
Dashboard has been integrated with the Telephony system which helps the service personnel identify the dealer calling in even before the call begins thereby allowing the service personnel to have more meaningful and relevant discussion



**Enhanced User Experience – Specially designed**  
efficiency templates for Order taking , Query handling and complaint registration drastically reduced the on-screen think time of the service personnel



**Improved visibility into Service calls –**  
Enabled Asian Paints to benchmark, measure and monitor and generate reports on the services related to dealer servicing

# SAP NetWeaver @ Asian Paints

Next generation Interaction model for Dealers



## Performance Card till date

- The feedback that has come from the dealers is overwhelming. The quality of interaction has improved as the conversations are now more meaningful and relevant.
- The order taking process has seen a improvement in terms of efficiency and effectiveness
- The new query handling process has been able to bring down the time taken to resolve queries

## Implementation Highlights

- Eliminated paper based order taking mechanism
- Guaranteed 100% application availability for 250 concurrent users with 24\*7 uptime
- Used by call agents for order processing and query handling with
  - Orders per day > 100,000
    - Number of SKUs in one order ~ 500
  - Queries per day > 10,000
- Depots benefitted by the solution: 100 - All depots of Asian Paints
- Dramatic increase in the response time of service personnel
- Dynamic SKU identification based on Product and Shade codes
- Highly performance optimized with total time to complete an order taking process using the solution < 3 seconds, including order posting in SAP ERP
- Tighter integration with CTI to provide the sales personnel with dealer information even before the dealer interaction starts
- Improvised rules based restriction on dealer order volume and value
- Localized order history cache to provide data for analytics and reporting
- Integration with SAP CRM for complaint registering
- Telephony integration with SAP NetWeaver for advanced call handling, IVRS and Predictive Outbound Dialing

- This publication has been prepared for the Incture Technologies Pvt Ltd. All rights reserved. All copyright in this publication and related works is owned by Incture. No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of Incture. The information contained herein may be changed without prior notice.
- This document is a preliminary version and not subject to your license agreement or any other agreement with Incture. This document contains only intended strategies, developments, and functionalities of the Incture products and services and is not intended to be binding upon Incture to any particular course of business, product strategy, and/or development.
- Incture assumes no responsibility for errors or omissions in this document. Incture does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.
- Incture shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.
- The statutory liability for personal injury and defective products is not affected. Incture has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.
- Some software products marketed by Incture and its distributors contain proprietary software components of other software vendors.
- All product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.
- This publication is for information purposes only. While due care has been taken during the compilation of this publication to ensure that the information is accurate to the best of Incture's knowledge and belief, the content is not to be construed in any manner whatsoever as a substitute for professional advice.
- Incture neither recommends nor endorses any specific products or services that may have been mentioned in this publication and nor does it assume any liability or responsibility for the outcome of decisions taken as a result of any reliance placed on this publication.