Textile Rubber and Chemical Company (TRCC), an SAP® mid-market customer, is debunking the myth that SAP BusinessObjects™ and SAP® Business Suite Powered by SAP HANA® is a large enterprise-only solution.

This privately-owned textile and chemical manufacturer is showing the industry how companies of all sizes can capitalize on HANA's speed, agility and effectiveness when it comes to analyzing data. Given the right tools and Business Intelligence (BI) expertise, TRCC is discovering the true value of transforming their operational decision making process.

Transforming Operational Decision Making with SAP BusinessSuite on HANA

When Textile Rubber and Chemical Company found itself with 22 independent Sage system databases facing end of life, a lengthy, manual reporting process, and multiple third-party add-ons, they knew something had to change. Research pointed them to SAP Business Suite powered by Adaptive Server Enterprise (ASE). Implementing this solution provided immediate results in operational efficiency, order processing and inventory management. But when TRCC executives needed to do more with the data, they found themselves at a crossroads.

Needing a more agile Business Intelligence (BI) environment to support business analysis and ad hoc reporting required TRCC to weigh several options including SAP® Business Information Warehouse and traditional data warehousing. But their need for on-demand access to financial, operational and sales information at the detailed level narrowed these options. Add to that the constraints of a small IT staff and the need to access this information quickly; their choice was clear. They needed SAP Business Suite on HANA.

The SAP HANA platform simplified TRCC's SAP landscape by providing one source for all data and less IT infrastructure to maintain. In addition, there was no need for separate transactional and reporting databases. And with the addition of SAP HANA Live, more than 850 out-of-the-box virtual data models providing best practices for CO, FI, MM, PP and SD with real-time operational analysis were available to deliver instant analytic value.

With SAP Suite on HANA, TRCC now had the technology necessary to implement a robust BI solution in a business-centric, agile way. That's when they turned to Decision First Technologies™ (DFT), an SAP Gold Partner and recognized authority in the BI industry, to implement HANA Live best practices and lay out the roadmap for a successful BI environment.

▶ Company Info

Company: Textile Rubber and Chemical Company
A mid-market SAP Customer

HQ: Dalton, GA

Revenue: Private

Employees: 500+

Industry: Textile & Chemicals

"Without the graphic visualizations displayed in the custom dashboard we couldn't have found a product line inefficiency that was costing the company thousands of dollars a day."

Chris Horton
CFO
Textile Rubber and Chemical Company

"DFT has the unique ability to understand the needs of the business users and the functional capabilities of the SAP technologies being used, which is a critical factor for success," stated Bo Coppinger, Director of IT for TRCC. "They added tremendous value to the requirements process and delivered a powerful BI solution for real-time operational reporting within 90 days!"

To more closely align with TRCC's unique business needs, DFT worked with business owners to define requirements for what the executives and managers wanted to analyze beyond the existing HANA Live views. Using that information, a custom dashboard was developed for TRCC executives to quickly view KPIs for financial, sales and operational data. Now, executives and managers can view summary financials by profit center, month over month sales by representative, production efficiencies by plant, and drill down to specific accounting documents, sales orders or work orders. Being able to drill down to the document level helps TRCC get to the source of inconsistencies faster when analyzing variance, comparison or trend reports.

TRCC executives and managers gained greater insight into real-time, on-the-floor production status. Report performance has improved by four to six times and reaction time to issues has improved tremendously enabling management to operate from a proactive stance. TRCC can now monitor the health of the company on a daily basis with no lag time in operational data and forecast its profitability prior to fiscal period close.

"Variance reporting in a visual platform is really where we've seen the biggest payoff," said Chris Horton, CFO for TRCC. "Without the graphic visualizations displayed in the custom dashboard we couldn't have found a product line inefficiency that was costing the company thousands of dollars a day. This is just one of several examples of the improvements we've seen, but it is definitely the one that has produced an immediate ROI for this project within a couple of weeks of taking the dashboard live."

TRCC production managers now see which batches closed for the week and their usage. They determine, on a daily, weekly or monthly basis if they were profitable by looking at real-time P&L, sales, manufacturing and inventory reports. Information is easier to understand and digest due to SAP BusinessObjects visualizations, and the entire system uses 50% less resources to make it happen.

TRCC's BI future looks bright. In addition to the benefits that real-time operational reporting provides, DFT's Suite on HANA Analytics program has produced a platform that allows for modifications and future growth. TRCC's IT team stands ready for the next BI task knowing they have the right capabilities and right BI environment to keep their company ahead of the competition.

Products & Services

Textile Rubber & Chemical Company does business on five continents, with manufacturing facilities throughout the world. The company produces a vast array of products such as latex compounds for carpet, rugs, bedding and other applications; polyurethane attached cushions for carpet, shoe insoles and sport surfaces; polyurethane coating systems for carpet, synthetic turf and fabrics.

Challenges

» New SAP ERP client requiring visibility through Business Intelligence
» Looking for scalable, maintainable reporting solution delivering immediate impact
» Limited IT Staff, 4 full-time members

Solutions Implemented

» SAP Business Suite on HANA
» HANA Live
» SAP BusinessObjects

Benefits

» Provided immediate reporting capabilities within weeks of engagement
» Enabled real-time access to KPIs for financial, operational and sales data to quickly understand the health of the organization
» Allowed users to drill down to the document level to uncover inconsistencies faster
» Uncovered a product line inefficiency saving thousands of dollars a day
» Experienced 4X to 6X performance improvement over RDBMS approach
» Simplified development environment
» Eliminated data latency
» Required 50% less resources than previous solution