

## SAP Customer Success Story

**“SAP NetWeaver adds value to our IT investments.  
The more we use it, the more benefits we see.”**

Juan Esteban Jaramillo, Director of IT, Familia Sancela S.A.



**familia sancela**  
de Colombia S.A.

### AT A GLANCE

#### Company Name

Familia Sancela S.A.,  
Colombia,  
www.familiasancela.com

#### Industry

Consumer products

#### Key Challenge

Simplify access to information, business intelligence, and applications across a diverse international business and technology environment

#### Implementation Partner

Local partner and in-house resources

#### Solution and Services

- SAP NetWeaver™, including the SAP® Enterprise Portal and SAP Business Intelligence components
- SAP Strategic Enterprise Management
- SAP Active Global Support, part of SAP Customer Services Network

#### Existing Environment

SAP R/3® software (functionality now available in mySAP™ ERP)

#### Implementation Highlights

- Created role-based portals for 450 employees
- Provided in-depth business intelligence for strategic and tactical decision making
- Integrated an extranet for 120 key customers

#### Key Benefits

- Unified access to applications for enterprise resource planning, customer relationship management, and the desktop through a role-based portal
- Improved performance of distributed manufacturing operations due to real-time visibility into key performance indicators
- Reduced management reporting time (from days to seconds)
- Increased ROI of portal through application integration

#### Hardware

Sun and Intel

#### Operating System

Solaris (Oracle database) and Microsoft Windows XP (SQL server database)

## FAMILIA SANCELA S.A.

**SAP NetWeaver™ LINKS PEOPLE, PROCESSES, AND APPLICATIONS TO DELIVER REAL-TIME INTELLIGENCE TO THE DESKTOP**

Familia Sancela S.A. is a leader in the innovative design, production, and distribution of personal care and hygiene products. Based in Colombia, Familia Sancela has more than 3,000 customers and operations in South America and the Caribbean, with manufacturing centered in five state-of-the-art facilities in Colombia and Ecuador.

### LONG-TERM TECHNOLOGY STRATEGY

Familia Sancela has long understood the importance of an effective technology strategy to optimize performance, drive revenues, and minimize cost. Juan Esteban Jaramillo, director of information technology at Familia Sancela, explains: “We’ve used SAP solutions for years to solve many operational problems, and, as a result, we have undoubtedly improved the company’s performance with more stable business processes and greatly enhanced customer service. The next step was to link these improvements to tangible business intelligence. Our senior management needs a clear view of the real-time performance of the company, and we have to give all of our employees the information they need to perform their jobs more effectively.”

Familia Sancela knows that success comes from a culture of continuous improvement. And improvement can come only from an accurate understanding of what’s going on currently. Making real-time information available to all employees would be a way to increase productivity still further, and support them in their individual daily activities.



## **HETEROGENEOUS INFORMATION ENVIRONMENT**

Familia Sancela faced two challenges: supporting the day-to-day needs of employees from the factory floor to the boardroom; and providing everyone with fast access to a consolidated view of the business despite the wide range of information, processes, and applications in use across the company.

Although mySAP™ ERP solutions play a major role in the business, Familia Sancela uses third-party applications for customer relationship management (CRM), e-mail, and Internet access. It also relies on external information from Web sites, service providers, customers, and suppliers. This heterogeneous technology and information environment posed an additional challenge.

## **AN INTEGRATION SOLUTION**

Familia Sancela found the solution in the SAP NetWeaver™ platform, a flexible integration and application platform designed to link people, information, and business processes across SAP® and non-SAP IT environments.

“We needed an open and integrated platform as well as specific applications that could help us integrate business processes across the enterprise to deliver the speed and quality of business intelligence we were looking for. We had to demonstrate maximum reliability at an affordable price. SAP NetWeaver met all of our requirements,” says Jaramillo.

## **FLEXIBLE PLATFORM**

Familia Sancela uses SAP NetWeaver as the basis for a large-scale data warehouse that acts as an intelligence hub for activities across the business, from sales to logistics. SAP NetWeaver provides a platform for SAP Strategic Enterprise Management, with business planning and simulation capabilities, as well as SAP Business Intelligence, which creates the data warehouse that drives strategic and tactical decision making.

Familia Sancela also uses SAP NetWeaver as an integration platform that simplifies access to diverse information and applications for a wide range of employees and customers. SAP NetWeaver connects Familia Sancela’s mySAP ERP solutions, its third-party CRM application, and a range of other applications and data sources inside and outside the company.

## **ROLE-BASED PORTAL**

SAP Enterprise Portal, a component of SAP NetWeaver, delivers an integrated view of the business to 450 employees, providing a single user interface and single sign-on to the information and tools they need to work more effectively. An employee’s view of

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information, processes, and applications is driven by unique user profiles that cover every employee – from the board-level executive to the production-line worker.

“There are so many interesting things to say about SAP Enterprise Portal. We use it in so many ways,” explains Jaramillo. “It gives us access to our intranet and to SAP Business Intelligence. Soon we’ll be adding the SAP Management Cockpit application, available with SAP Strategic Enterprise Management. The portal integrates with critical third-party applications, such as Microsoft Outlook, as well as many other applications across the business.”

## **EXTENDED REACH**

At the same time, Familia Sancela has built an extranet portal for 120 strategic customers – distributors with their own ERP systems and processes. The extranet portal gives these key customers a direct link to product and sales information in real time, and is integrated seamlessly with Familia Sancela’s ERP and business intelligence applications.

“We rely heavily on SAP Enterprise Portal as a means to reach out and to leverage the information we have across the company,” says Jaramillo. “It simply makes working easier: we can access everything from a single place. But the real benefit comes from the combination of SAP Enterprise Portal with SAP Business Intelligence.”

## **REAL-TIME INTELLIGENCE**

The SAP NetWeaver platform, with its SAP Business Intelligence and SAP Enterprise Portal components, plus SAP Strategic Enterprise Management (which is also powered by SAP NetWeaver), have dramatically improved Familia Sancela’s ability to make strategic and operational decisions in real time by providing a wide range of reports on production and sales activities.

SAP Business Intelligence enables Familia Sancela to identify, integrate, and analyze many different kinds of business information across its heterogeneous data sources, with reporting and analysis tools, best-practice models, business-analysis applications, and more.

As Jaramillo explains, “The data warehouse plays a key role in our company. All data on sales, logistics, finance, quality, and other key processes is integrated and available for analysis through a single interface. Each employee knows the status of the relevant part of the business at any given point in time.”

## **KEY PERFORMANCE INDICATORS**

These tools work together with SAP Strategic Enterprise Management, which provides advanced capabilities for strategic business and financial planning. Key performance indicators for a wide range of company parameters give Familia Sancela’s senior management the insight they need to continue driving the company’s success.

“It used to take a couple of days to generate reports for a monthly board meeting; now it takes us 15 seconds, and we can look at the underlying information used to create the reports in real time. This is a radical change in our way of working,” says Jaramillo.

SAP Business Intelligence also plays a role in customer and supplier collaboration. Using SAP tools, Familia Sancela provides reports to customers and suppliers, such as purchases over time. The company adds value to its customer relationships with services such as purchasing profiles that make it easier for customers to plan their own next purchases, which also encourages additional sales.

## **CATALYST FOR GROWTH**

With clear graphical indicators of business performance and rapid, real-time access to detailed information, the SAP NetWeaver platform is truly a catalyst for accelerating Familia Sancela’s growth.

“SAP solutions enable us to be far more successful and much more productive in an organization where decisions must be based on accurate information and real-time performance indicators,” states Jaramillo.

## VALUABLE SUPPORT

Ongoing support from SAP Active Global Support, a part of SAP Customer Services Network, is a key component of the relationship. As Jaramillo explains, "Support is one of the most important considerations for our company in a long-term IT relationship. SAP technical and consulting support has been invaluable for overcoming implementation and technology issues, but above that, we have the support of SAP's enormous range of solutions, products, and services. We know that any problems will be addressed immediately, and that whatever our business challenge, SAP can help us."

SAP NetWeaver is designed to be flexible, adaptable, and easy to manage. The implementation of the SAP NetWeaver platform proceeded quickly, with Familia Sancela managing the entire process with a local partner and in-house resources.

"The project was really easy to implement, partly from a technology perspective, and partly because our project leaders are linked directly to end users – so the project was implemented with a much greater sense of relevance to the user and the business. Another advantage of working with SAP is the broad range of consultancy services available when we do need assistance," says Jaramillo.

## FUTURE DEVELOPMENTS

The company has ambitious plans for the evolution of its IT environment, with upgrades scheduled for mySAP ERP, SAP Enterprise Portal, and SAP Business Intelligence, as well as the implementation of additional SAP NetWeaver components: SAP Exchange Infrastructure and SAP Master Data Management. SAP Exchange Infrastructure will help Familia Sancela integrate its customers and suppliers more closely, while SAP Master Data Management will allow the company to centralize data currently managed at several sites, with a resulting reduction in administration costs.

"These migrations and upgrades are essential factors in our strategy. Linking people, processes, and information in this way is making a real difference to the company's performance," says Jaramillo.

With SAP NetWeaver, Familia Sancela has an integration platform in keeping with its tradition of leadership and innovation. It's not just a platform for application integration: it's a way of aligning business processes and technology as the company evolves and grows. "SAP NetWeaver adds value to our IT investments. The more we use it, the more benefits we see," concludes Jaramillo.