



## CONCRETOS CRUZ AZUL

With 40 plants in central and southeast Mexico, Concretos Cruz Azul S.A. de C.V. is the third largest concrete company in Mexico. To install an affordable enterprise resource planning solution, it turned to SAP® Consulting. The SAP Best Practices Baseline Package offering sped configuration, although Concretos Cruz Azul designed its business processes.

### AT A GLANCE

#### Company

- Name: Concretos Cruz Azul S.A. de C.V.
- Location: Mexico City, Mexico
- Industry: Mill products – building materials
- Products and services: Develops, manufactures, delivers, and pours concrete
- Employees: 700
- Web site: [www.concretoscruzazul.com.mx](http://www.concretoscruzazul.com.mx) (Spanish only)
- Implementation partner: SAP® Consulting

#### Project Objectives

- Develop business opportunities and risk analysis
- Consolidate competitive advantages
- Provide real-time information to support marketing and sales
- Become a customer-oriented, service-oriented organization

#### Key Challenges

- Establish best IT solution for short-term and long-term needs
- Complete project on time, within budget, and with high quality
- Perform a knowledge transfer to let Concretos Cruz Azul create their internal consulting team and therefore be independent from consulting services

#### SAP Solutions and Services

- ASAP methodology
- SAP Solution Manager application management solution
- SAP Best Practices Baseline Package offering
- SAP Project Management service

#### Why SAP Solutions and Services

- Expertise of SAP Consulting in applying proven best practices for similar businesses
- Best methodology for achieving a successful implementation

#### Implementation Highlights

- Full scope of implementation completed in 28 weeks, on time and within budget
- Strong customer leadership headed by the staff of Dirección General
- Disruption to business minimal due to rapid work based on business scenarios in SAP Best Practices Baseline Package

#### Key Benefits

- Greater control over business processes
- Integration of financial information
- Fast access to precise, relevant information
- Dramatically accelerated financial close period – reduced to less than 5 days down from 2 months

**“Not only did SAP Consulting deliver best-in-class IT technology, it provided the consulting expertise in industry best practices required to finish our project on time and within budget. Their commitment to a knowledge transfer to us afterwards was also very much appreciated.”**

Alfredo Álvarez Cuevas  
Chief Operational Officer  
Concretos Cruz Azul S.A. de C.V.

**“SAP gave us the support and training we needed to be able to meet our objectives.”**

Fabiola Carrillo Ramírez  
Executive Staff Team Manager  
Grupo Cruz Azul

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