# MAS Holdings: Stitching Up Optimized Business Processes with SAP® Enterprise Support Services

MAS HOLDINGS
Changing Perspectives

**Executive overview**

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## Company

MAS Holdings (Pvt.) Ltd.

## Industry

Consumer products – apparel

## Products and Services

Lingerie, swimsuits, and sportswear

## Web Site

www.masholdings.com

## SAP® Solutions and Services

SAP® Enterprise Support services

The biggest asset of any manufacturing business is its **speed of response**. To accelerate this function, MAS Holdings (Pvt.) Ltd. turned to SAP® Enterprise Support services, provided by the SAP Active Global Support organization. The team members were able to analyze the company's core business processes and fine-tune them for optimal performance.

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# Innovation, best practices, and operational excellence

Operating in 10 countries with more than 45,000 employees, Sri Lanka–based MAS Holdings (Pvt.) Ltd. is one of South Asia's largest intimate-apparel manufacturers. The company is the main supplier for many lingerie superbrands worldwide. However, producing more than just the bare essentials, the company also manufactures sleepwear, casual wear, and sportswear. Producing well over 250 million pieces of apparel yearly, MAS is also a trusted supplier to world-renowned clothing and sportswear brands, as well as to an internationally known store chain.

**45,000**

Employees in 35 world-class manufacturing facilities

Focusing on innovation, the company carefully manages its entire value chain, including product development, manufacturing, and raw material supply. With in-house research, design, development, and product-engineering capabilities, MAS works with vendor concepts and design briefs to create new product ranges. The company also creates new technology and solutions through its research and innovation team to deliver cutting-edge innovative products for customers.

Always striving for success, MAS differentiates itself through originality, best practices, and operational excellence. Praised for ensuring the priority of human rights in the workplace, the company is acclaimed as one of the top 20 Asian progressive businesses.

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# Improving speed of response across the supply chain

MAS operates in a highly competitive market and must stay on top of fickle fashion trends. The company is also committed to bringing the best products to market. Hence, speed of response is critical for corporate success. Managers began to understand that MAS needed to have systems in place which would enable the company to respond quickly and effectively to support the ever-changing needs of its myriad customers.

MAS was already running its critical business processes on an SAP software backbone, which provided centralized visibility across all stages of manufacture. However, MAS was determined to provide customers with superior service by achieving maximum value from its SAP software infrastructure. To do so, the company needed to further optimize business processes in order to work more effectively with customers and suppliers. At the same time, the company needed to make sure its employees could utilize a single version of data across the entire group. This was no simple exercise; MAS needed to accommodate the requirements of 8 different sectors and more than 70 individual businesses. These businesses ranged from raw material supply to factory floor output.

"We needed to acquire end-to-end coverage of our SAP solutions, safeguarding the quality of our SAP software implementation and our business operations."

Ransith Fernando, Head of Business Applications, MAS Holdings (Pvt.) Ltd.

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# Always seeking continuous improvement

MAS was already benefiting from SAP software, which was being used to align its business processes. However, a key objective of the business was to both augment and protect its investment by fully optimizing its SAP solution landscape.

For MAS, it was a case of seeking continuous improvement. After careful deliberation, the management team opted to use the SAP Enterprise Support services provided by the SAP Active Global Support (SAP AGS) organization.

"We took the initiative to reach out to the SAP Active Global Support organization to help MAS Holdings become even more competitive."

Somaratne Godellewatte, Manager – Basis, MAS Holdings (Pvt.) Ltd.

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# SAP Enterprise Support services provide an integrated solution

With executive approval, SAP AGS took the lead. Team members spoke with business users across the enterprise to understand the organization's perceived challenges.

Then, to assess the company's business process performance in line with these expectations, the team conducted an SAP Business Process Performance Optimization service to analyze the business process steps. They implemented a 360-degree review regarding business process monitoring – and uncovered process bottlenecks. Their review also identified opportunities on how to run systems more quickly, control costs, and improve business performance.

The team analyzed the company's sales processes and recommended certain changes. Members also assessed inventory processes to gauge critical material availability and order-status information accessibility.

Using the SAP Solution Manager application management solution, MAS Holdings adopted the new methodology and tapped into proven procedures with guided self-services. Another benefit: the online SAP Enterprise Support Academy program enabled improved access to SAP experts.

"SAP's engagement model ensures business continuity, accelerates innovation, and reduces risk while protecting the investment."

Senaka Harischandra, CIO, MAS Holdings (Pvt.) Ltd.

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# Optimized business processes supporting competitive edge

Employees can now produce critical reports much more rapidly due to the newly optimized business processes. The recommendations of the SAP AGS team for changes in the sales process have resulted in an improvement of more than 70% in sales summary reporting – down to just under 3 hours from 10 hours. SAP Business Process Performance Optimization has also improved access to reporting on critical material availability, which has sped up the production cycle.

**70%**

Improvement in sales summary reporting

As a result, customer satisfaction has been on the rise and productivity has increased, thanks to streamlined, error-free ordering processes. With huge improvements in order-status reporting, the company is also benefitting from new planning and forecasting capabilities organization-wide. Together, these diverse business process improvements are helping MAS Holdings retain its preferred supplier status of intimate apparel and sportswear to the world's leading brands.

Hence, in tribute to its commitment to excellence, MAS Holdings is now reaping the benefits of reliable, up-to-the-minute access to sales and production information across the enterprise.

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# Keeping one step ahead of fashion trends

In order to retain its status as the preferred supplier to the world's most popular apparel brands, MAS Holdings will continue to leverage its data. This cutting-edge company knows it must keep its finger on the pulse of fashion trends in order to stay one step ahead of the diverse whims of consumer tastes.

With the help of SAP Enterprise Support services, MAS Holdings is ensuring business continuity, plus accelerating innovation and reducing the risk and cost of operations while protecting its technology investments. The company expects that all these improvements will lead to a very successful future.

"The SAP Enterprise Support services underpin our business's biggest asset: speed of response. Our sales cycle, material availability, and order status reports are now running optimally."

Ransith Fernando, Head of Business Applications, MAS Holdings (Pvt.) Ltd.

CMP16482 (12/01)