PALAU DE LES ARTS REINA SOFÍA

A COMMITMENT TO CENTRALIZING ALL INFORMATION WITH SAP® SOFTWARE

"We now have a centralized information solution, which allows all departments to work in real time with the same information."

Oscar Padial, Head of Information Systems, Palau de les Arts Reina Sofía

QUICK FACTS

Company
- Name: Palau de les Arts Reina Sofía
- Location: Valencia, Spain
- Industry: Professional services – performing arts
- Products and services: Performing arts – opera, concerts, ballet, and theater
- Employees: 372
- Web site: www.lesarts.com
- Implementation partner: GRUPOTEC

Challenges and Opportunities
- Integrate specific work processes of Palau de les Arts into SAP® software
- Provide single, integrated information software that doubles as a working tool

Objectives
- Link sales processes with event organization
- Monitor and apply cost control to management of suppliers
- Provide technological solutions that can handle additions to business processes

SAP Solutions and Services
SAP ERP application

Implementation Highlights
- Centralized information from diverse departments
- Performed process reengineering prior to updating the SAP ERP application in order to make full use of the software's functional advantages
- Added payroll management functionality for the HR department, thereby incorporating HR processes into the information software and centralized processes

Why SAP
- Solutions that support integrated business processes specific to finance, logistics, and HR operations
- Software with potential to grow with the business
- Reliable partner that supports long-term continuity and continuous innovation

Benefits
- Unified processes
- Gained cost control
- Established a single, centralized information software solution
- Provided fast access to accurate information to support decision making

Third-Party Integration
- Database: Oracle 10i
- Hardware: HP DL 380
- Operating system: Windows Server 2003

GENERALITAT VALENCIANA

PALAU DE LES ARTS REINA SOFÍA

Palau de les Arts Reina Sofía (Palau) is the artistic component of the Ciudad de las Artes y las Ciencias in Valencia, Spain. As Palau developed, management saw the need to modernize the information software that provides support for its 900 staff and associates. Using SAP® software to centralize the information generated by its financial, purchasing, HR, and technical departments, Palau improved its strategic coordination and the effectiveness of its financial, operational, and HR processes to increase business productivity.

The Ciudad de las Artes y las Ciencias complex is comprised of Palau together with the Hemisfèric theater, the Príncipe Felipe Science Museum, the Umbracle botanical garden, and the Oceanogràfic aquarium. It represents a clear commitment by the Generalitat Valenciana to culture, science, technology, and nature. Designed by Santiago Calatrava, Palau houses four venues, all of which use advanced technology to stage opera, concerts, ballet, and dramatic productions. In addition to its artistic presentations – which reach the highest international standards and have made Palau a cultural driving force within the Valencia region – Palau can host any type of business or social event.

The Fundación Palacio de las Artes was set up to organize Palau's operations and events. Since January 2005, Palau has been managed by the Fundació Palau de les Arts Reina Sofía. Its board of trustees is headed by the president of the Generalitat, Alberto Fabra, although day-to-day operations are in the hands of the management and staff.

Accommodating Craft Professionals

As a consequence of Palau's high level of artistic activity – which includes an opera house – support areas for the preparation of performances had to be installed. These included work areas for carpenters, mechanics, electricians, and costume designers; storerooms for scenery, props, and costumes; and rehearsal rooms for the orchestra, choirs, dancers, and soloists. A restaurant and two cafeterias are also provided.

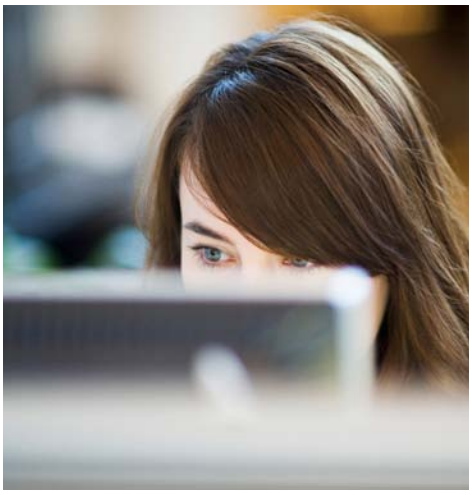
In order to manage all these activities, the staff of Palau is organized into several areas: management, general administration, artistic direction, and technical management. Such diversity makes system integration essential to enable interoperability and communication between the different departments. Centralized information software became essential so all departments could work with a single set of data in real time. Centralized software would also allow the IT department to unify the departmental solutions into a single information repository on a single server.

After evaluating solutions from other manufacturers such as Oracle, Navision (Microsoft Dynamics), and Meta4, Palau chose SAP software. This was because SAP technology provided the best integrated support for its finance, logistics, and HR business processes. Palau was also convinced by the future evolution SAP software supports, which meant the solution would grow with the business. Another positive aspect was the services and support SAP offers. Once the solution was chosen, GRUPOTEC was chosen to implement it. GRUPOTEC provides consultancy and engineering services and is an SAP channel partner.

The Project

This initiative started in March 2008, and during the project, GRUPOTEC implemented financial accounting, financial control, materials management, sales and distribution, and HR software. In the first project phase, the key objective was to update the SAP ERP application and reengineer business processes to make full use of the new version's functional advantages. Training for advanced users was also conducted at this time. The finance, purchasing, sales, and maintenance software went live in July 2008 with 40 users.

The second phase of the project began in September 2009 when the HR software was extended to support payroll processes, which brought the HR department into the information software system. Five users in the HR department were brought on board as well as 450 Palau employees. The



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payroll management software became operative in February 2010 and included general wage agreements for the administration and the artists' payroll.

Benefits

Using SAP software has enabled Palau to centralize the information generated by its departments. As a result, the organization has accelerated its processes, improved communication between departments, and gained overall visibility. It can now link sales processes to event organization in real time while supervising costs and managing suppliers.

Palau's staff benefits by having stable information software for managing day-to-day activities. Knowing they will receive all necessary updates – which are designed jointly with GRUPOTEC – is also reassuring. "With SAP technology, we don't have to worry about the information software being able to make the business a reality or whether the information will be stable and reliable," remarks Oscar Padial, head of information systems at Palau.

All in all, Palau counts its advantages in having unified its business processes; gained better control of its costs; introduced a single, centralized source of information; and achieved fast and flexible access to user information through standard tools. Its business processes are much improved due to greater data integrity, process customization, and optimal compatibility with the operating system. The option of exporting data to Microsoft Excel is also available.

"The solution offers up-to-date technology, which provides highly automated systems administration, a simple high-level programming language, and parameter-based process configuration, which minimizes programming," sums up Padial.

Looking Forward

Hand-in-hand with its partner, GRUPOTEC, SAP has become a business ally for Palau, and Palau plans to continue to improve its processes with the help of SAP technology. Its plans include adding new functions to optimize its management even further. To achieve this, it has its eye on implementing investment management, time control, plant maintenance, and customer relationship management software, as well as an integrated dashboard.

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