

The background of the slide is a low-angle, upward-looking shot of a modern skyscraper's glass and steel facade. The lines of the building create a strong sense of perspective and depth, leading the eye towards the top of the frame. The sky is a pale, hazy blue.

# **Al Batha Group: Innovating Business Processes Hand in Hand with SAP® Enterprise Support**

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**Company**

AI Batha Group

**Industry**

Consumer products

**Products and Services**

Specializing in areas as diverse as manufacturing, engineering, distribution, construction, training, and printing

**Web Site**[www.albathagroup.com](http://www.albathagroup.com)**SAP® Solutions and Services**

SAP® Solution Manager application management solution, SAP Enterprise Support services



When you run more than 20 companies across diverse industries and in different geographies, it can be challenging to ensure that all employees are being **supported by efficient and effective processes**. That's why AI Batha Group turned to the SAP® Enterprise Support Advisory Council. "We knew the SAP Enterprise Support Advisory Council could help us achieve the business process innovation we were seeking," says Saji P Oommen, group director of information technology for AI Batha Group.

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## Leading the way in the United Arab Emirates

Al Batha Group is one of the largest private business groups in the United Arab Emirates. Al Batha consists of more than 20 autonomous companies across industries as diverse as automotive, pharmaceuticals, contracting, manufacturing, electronics, consumer goods, real estate, and education. In fact, Al Batha – employing over 4,500 people – has grown from small beginnings to play a substantial role in the modern United Arab Emirates.



>20

Companies in Al Batha Group

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# Focused on continually improving operations

Over a decade ago, AI Batha unified and standardized its processes using the SAP ERP application. That said, the company is dedicated to continually improving performance by challenging existing processes and practices and introducing new ones. This requires keen insight into business processes. In 2010 AI Batha's IT division began documenting its business processes using the SAP Solution Manager application management solution but was quickly overwhelmed by the task of cataloging all transactions across the work environment.

AI Batha needed to find a way to support its forward-facing plans for further optimizing its business processes and innovating. That meant efficiently and effectively documenting its processes, associated transactions, and the custom code it had developed over the years. After all, without this foundation in place, it would not be positioned to take advantage of all tools integrated in the latest release of SAP Solution Manager.

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“We wanted to completely document our business processes, and with SAP Solution Manager, we could do this automatically with much less effort and time.”

Saji P Oommen, Group Director of Information Technology, AI Batha Group



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# Jumping into the business process innovation work stream

As a longtime SAP customer, AI Batha turned to SAP Enterprise Support services for the necessary experience and expertise. SAP Enterprise Support advisors suggested that AI Batha take advantage of the fact that the company is a member of the SAP Enterprise Support Advisory Council, which works hand in hand with pioneering customers to help them innovate faster and improve operations. It quickly became clear that AI Batha could work with the advisory council on business process innovation using the powerful tool within SAP Solution Manager for gaining transparency into business processes.

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“As an early adopter of innovation, we find it attractive for SAP customers like us to get direct access to experts. We can influence the innovation court by sharing our ideas about the new tools and processes developed by SAP.”

Saji P Oommen, Group Director of Information Technology,  
AI Batha Group



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# Gaining newfound transparency into processes

To jump-start the project, upon the recommendation of SAP Enterprise Support, AI Batha upgraded its existing implementation of SAP Solution Manager to the latest version, which includes the newly developed solution documentation assistant and business process transparency tools.

These tools can quickly identify all processes and transactions in use, even when usage falls outside of standard SAP software. For example, AI Batha discovered only 1,220 programs were being used though it had created more than 3,400. Moreover, the tools indicate in which area the processes and transactions are being used – areas such as financials, logistics, sales, and human resources.

Once the analysis was complete, the team from the SAP Enterprise Support Advisory Council reviewed the results with AI Batha's main IT contacts. AI Batha gained an accurate idea of functionality in use and could determine which transactions are frequently used and by how many employees across the company. AI Batha was able to get a holistic picture of its processes and pinpoint opportunities to reduce its reliance on custom code. With this insight, the company could understand the benefit of activating standard functionality in the SAP ERP application – functionality that was going unused. "Combined, these insights would lower our total cost of ownership while helping us extract more value from SAP ERP. Plus, because we obtained standard documentation from the business process repository within SAP Solution Manager, we spent about 70% less time generating documentation than we had originally anticipated," says Oommen.



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# Setting the stage for improvement

According to Oommen, the tools were incredibly helpful, enabling his team to identify opportunities to enhance AI Batha's use of SAP ERP by tapping into standard functionality instead of relying on custom code. For example, it discovered that it could take advantage of SAP ERP to standardize and simplify its sales order-to-cash process, support local HR processes, run a postdate check process, and implement e-recruitment features.

In addition, the project highlighted unusual transactions occurring within SAP ERP. For example, some transactions were reserved for developers, and due

to security concerns or impact to system response times, the average employee should not use them. By understanding which transactions were being used incorrectly, AI Batha can now reinforce security authorizations that prevent their misuse going forward.

Moreover, thanks to the new transparency and the tools for analyzing change in business processes, AI Batha will be able to understand how changes to processes will impact various business process scenarios to be included in testing plans.

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“SAP Enterprise Support provided the tools that enabled us to eliminate a considerable amount of work associated with creating documentation, detecting new functionality, and testing its impact in our environment.”

Saji P Oommen, Group Director of Information Technology, AI Batha Group



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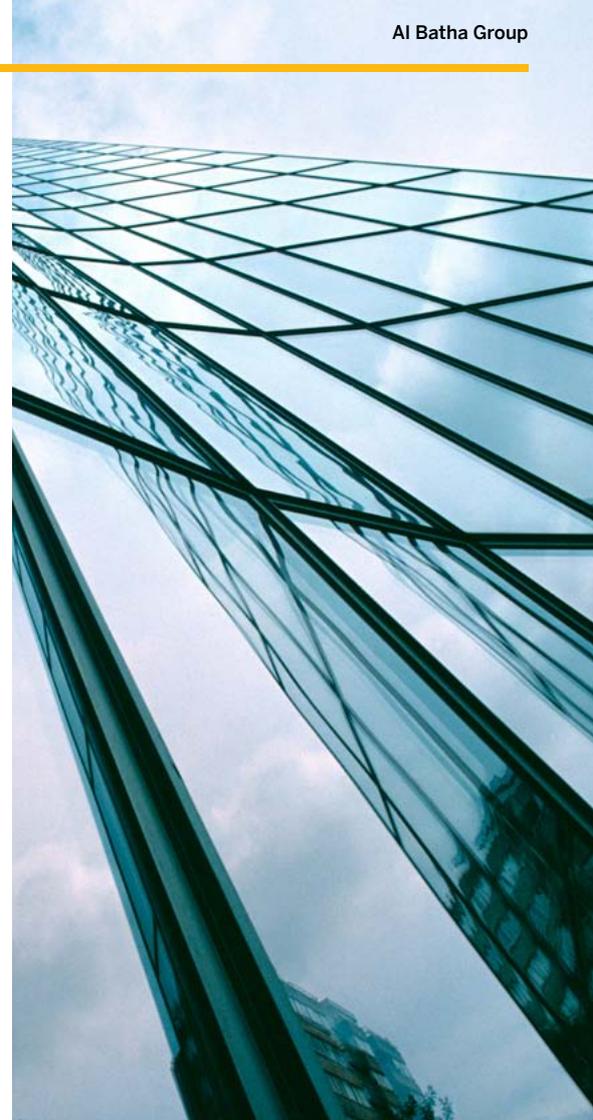
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# Moving ahead with confidence

With a solid foundation in place for business process innovation, AI Batha is planning to take the next steps to improve end-to-end business processes. The first step is to activate new business functionality in SAP ERP. "Identifying which functionality to tap into will be much simpler because SAP Solution Manager generates a report showing us the relevant enhancement packages to address our requirements. We feel very confident about improving our business processes now that we have so much transparency and clear guidance," concludes Oommen.



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