

Redbaby: Using SAP® Solutions to Integrate Business Units and Standardize Business Processes

Tianjin Redbaby Trading Co. Ltd. – the largest online retailer of products for pregnant women and young mothers in China – sought a way to combine the siloed information in its business and financial departments into a **single, integrated system.** The company used SAP® solutions to create transparency in its systems and share vital management information.



Redbaby

Beijing Redbaby info-tech co.,LTD

Executive overview

Company

Tianjin Redbaby Trading Co. Ltd.

Headquarters

Beijing, China

Industry

Retail

Products and Services

Products for infants and mothers, including cosmetics, food, home furnishings, healthcare, and kitchen appliances

Employees

About 2,000

Revenue

2 billion Chinese yuan (about €240.6 million)

Web Site

www.redbaby.com.cn

Partner

ABeam Consulting (Shanghai) Co. Ltd.

BUSINESS TRANSFORMATION

The company's top objectives:

- Replace dispersed solutions with a centralized, integrated solution for financials, procurement, sales, and inventory management
- Provide timely and accurate data support for improved decision making
- Create an open, scalable IT platform to support growth

The resolution:

- Implemented the SAP® ERP application for master data management, procurement, marketing, logistics, financials, and reporting
- After project team setup in May 2009, launched solution in all subsidiaries by April 2010

The key benefits:

- Efficient use of accurate business data via the integration of financials and business
- Enhanced management via transparency and sharing of timely information
- Improved ability to innovate by establishing an open IT platform

TOP BENEFITS ACHIEVED

81%

Reduction in number of universal product codes

33%

Faster aggregation of business data

67%

Less staff time to aggregate business data

"By adopting SAP software, our enterprise strategy is more complete with improved management, more granular financial information, less manual input, and greater timeliness."

Ma Guoping, Financial Manager, Tianjin Redbaby Trading Co. Ltd.