



## DONGKUK TRANSPORTATION

To increase productivity and streamline business processes, Dongkuk Steel Group needed to merge the operations of its 2 formerly independent logistics companies, Dongkuk Transportation Co. Ltd. and Kukje Transportation. Dongkuk hired SAP® Consulting to build a single integrated system by implementing the SAP for Logistics Service Providers solution portfolio.

### AT A GLANCE

#### Company

- Name: Dongkuk Transportation Co. Ltd.
- Location: Pohang, Korea
- Industry: Logistics service providers
- Products and services: Freight transport by land and water
- Revenue: US\$120 million
- Employees: 150
- Web site: www.dktrans.co.kr
- Implementation partner: SAP® Consulting

#### Project Objectives

- Build an integrated information system to drive innovation
- Optimize the supply chain process
- Increase management effectiveness
- Strengthen sales competitiveness

#### Key Challenges

- Merge 2 completely independent systems
- Sustain company growth in a stable and profitable way
- Find an IT solution suitable for short- and long-term needs
- Meet future needs quickly and independently

#### Solutions and Services

- mySAP™ ERP application
- ASAP methodology

#### Why SAP Solutions and Services

- A proven solution for logistics service providers
- Expectation of quick implementation at a lower cost
- Worldwide experience implementing this solution

#### Implementation Highlights

- Implementation completed in 7 months using ASAP methodology
- Risks and business disruption minimized by excellent change management
- First successful implementation in Korean transportation industry

#### Key Benefits

- Increased efficiency and customer satisfaction in critical unloading operations
- More efficient transportation of steel and containers
- Faster decision making using standardized master data and better profit analysis
- Improved employee career paths based on core competence

**“We needed to integrate our logistics companies, Dongkuk Transportation and Kukje Transportation. Our chosen solution was SAP software. Throughout the 7-month implementation project, SAP Consulting was an enthusiastic partner. SAP helped us establish a stepping-stone towards becoming a global enterprise.”**

J. T. Ryu, Director  
Dongkuk Transportation Co. Ltd.

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