



## Siemens in Thailand

# ELECTRONICS GIANT ACHIEVES EXCELLENCE IN THE OPERATIONS OF SAP® SOLUTIONS

“Our certification by SAP as a Customer Center of Expertise is a symbol of our high quality standards and operational excellence.”

**Liher Urbizu**, Delivery Competence Center Manager, Siemens IT Solutions and Services, Siemens Limited Thailand

### QUICK FACTS

#### Company

- Name: Siemens Limited Thailand
- Location: Bangkok, Thailand
- Sectors: Industry, energy, healthcare, and cross-sector services
- Products and services: Electrical engineering and electronics solutions
- Employees: 1,800
- Web site: [www.siemens.co.th](http://www.siemens.co.th)

#### Challenges and Opportunities

- Maintain optimal availability and continuity of solutions based on SAP® software
- Drive operational efficiency improvements within IT services
- Lower the total cost of ownership of SAP-based solutions
- Address new business requirements rapidly

#### Objectives

- Assess existing operational standards for SAP solutions
- Identify areas for improvement
- Leverage the latest SAP software and best-practice expertise
- Introduce new processes, tools, and skills to meet best-practice guidelines

#### SAP Solutions and Services

- SAP standards for solution operations
- SAP Education offerings
- SAP Solution Manager application management solution
- Run SAP methodology
- SAP Active Global Support organization

#### Implementation Highlights

- First Customer Center of Expertise organization, an advanced customer certification for competency in SAP standards for solution operations
- Rapid rollout of certification program – 50% faster than anticipated
- 100% pass rate for training courses
- Recipient of the award for SAP Customer Competence Center location of the quarter in the Asia Pacific Japan region

#### Why SAP

- Superior technical expertise and software management tools
- Long, collaborative relationship

#### Benefits

- Improved stability and availability of critical SAP solutions for over 15,000 business users worldwide
- More effective, efficient operations
- Reduction in IT support costs
- Enhanced readiness to respond quickly and flexibly to new requirements
- Increased credibility with internal and external customers

#### Existing Environment

- SAP Business Suite applications
- SAP NetWeaver® technology platform

#### Third-Party Integration

- Hardware: HP and Fujitsu
- Operating systems: Microsoft Windows NT and Unix
- Database: Oracle

**SIEMENS**

SAP Customer Success Story  
Cross-Sector Services



With a strong ethos of continuous improvement permeating its entire organization, Siemens IT Solutions and Services Thailand (SIS Thailand) was keen to optimize its management of business-critical solutions based on SAP® software. To help achieve this goal, SIS Thailand turned to the SAP Active Global Support (SAP AGS) organization.

With the assistance of SAP AGS, SIS Thailand adopted SAP standards for solution operations – part of the Run SAP methodology for implementing comprehensive solution operations. As a result, SIS Thailand streamlined its processes, improved efficiency, and

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**Vijay Narayan**, Head of Global Application Management, Siemens IT Solutions and Services, Siemens Limited Thailand

enhanced customer service. By so doing, it also became the first organization to be certified as a Customer Center of Expertise (Customer COE) location – an advanced certification level for SAP customers. In this way, SIS Thailand affirmed its reputation for applications

management excellence and differentiated itself from its competitors.

Established in 1999, SIS Thailand's 400-strong staff provides application maintenance and support services across a wide range of solutions based on SAP Business Suite applications and the SAP NetWeaver® technology platform. With over 15,000 business users in more than 20 countries worldwide, the division's customers include global Siemens entities as well as external companies within manufacturing, utilities, and the public sector.

### Commitment to Quality

Since its inception, SIS Thailand has been a driving force in raising the standard of SAP applications management. It was first certified as an SAP Customer Competence Center location in 2000 and has repeatedly achieved recertification since then. “Continuous improvement is key to the way business is done within the Siemens Group,” explains Liher Urbizu, delivery competence center manager at SIS Thailand. “You can only drive innovation if you are constantly improving your operations.”

In 2007 SIS Thailand decided to embark on an even more advanced certification exercise that would allow it to capitalize on opportunities for operational efficiency by being designated as a Customer COE organization. “We wanted to further improve our processes, streamline operations, and be in a position to take advantage of the latest developments from SAP,” comments Urbizu.

### Adoption of Best Practices

The first stage in the new certification process involved benchmarking SIS Thailand against its peers and other SAP customers. This exercise provided an initial indicator of its capabilities and maturity regarding SAP standards for solution operations.

Next, SIS Thailand engaged SAP AGS to deliver an operational audit for certification. This involved a thorough on-site analysis during which experts from SAP AGS identified areas where SIS Thailand could optimize processes, enhance skills, and introduce tools to meet SAP standards for solution operations.



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**Margono Wibowo**, Head of Global Operations,  
Siemens IT Solutions and Services, Siemens Limited Thailand

Following a four-day site visit, the SAP consultants submitted best-practice recommendations across three key areas. These included the use of root cause analysis to diagnose and resolve problems, the management and control of software changes to optimize service levels, and the integration and automation of business processes to maximize efficiency.

### Detailed Action Plan

In addition to identifying areas for improvement, SAP AGS provided a detailed action plan to help SIS Thailand meet the required SAP standards for solution operations. Actions included

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enhancing the existing service-level agreement for change management, introducing centralized tools for business process and interface monitoring, and implementing SAP standards for remote

supportability using the SAP Solution Manager application management solution.

Skill development and competency building were also important parts of the program. Experts from the SAP Education organization delivered courses on root cause analysis, change control management, and business process integration and automation. In total, 30 employees took part in face-to-face sessions on-site at SIS Thailand offices. “Participants found the training tough but rewarding,” remarks Urbizu. “We had a 100% success rate with all employees achieving the qualification.”

### Rapid Rollout

Once all the steps in the action plan were completed, SAP AGS conducted another audit, confirming that SIS Thailand had fulfilled all the requirements to meet SAP standards for solution operations. SIS Thailand then became the first organization worldwide to be officially certified as a Customer COE location – a first among SAP customers.

This achievement was further amplified by the rapid execution of the project. As Urbizu explains, “We aimed to run the program over a nine-month period but were able to achieve certification in just under five months – 50% faster than we anticipated.”

The strong partnership that SIS Thailand has built up with SAP over the years contributed significantly to this success,

according to Vijay Narayan, head of global application management at SIS Thailand. “We have a long-standing, collaborative relationship with SAP, and this certainly helped us to roll out the project quickly,” says Narayan. “Activities that would normally take months to organize were arranged within days. And if any issues arose, the SAP team was extremely responsive.”

### Operational Efficiency

By ensuring compliance with SAP standards for solution operations, SIS Thailand is benefiting from significant efficiency improvements. With enhanced availability of SAP solutions, the organization anticipates a reduction in the number of support requests. And when issues do arise, SIS Thailand employees can now resolve problems faster – minimizing downtime and cutting costs.

“SAP standards for solution operations have helped us to deliver business value,” confirms Margono Wibowo, head of global operations at SIS Thailand. “With more efficient and effective operations, we have increased the stability of our services and enabled a long-term reduction in the cost of ownership of our SAP-based solutions.”

## Best-in-Class Services

Customers – both internal and external – have already noticed a difference in IT service quality. “The feedback is definitely positive,” comments Urbizu.

“Users receive a more transparent, more stable service. And being able to rely on critical business solutions helps them to work more efficiently to better serve their own customers.”

Along with its certification as a Customer Center of Expertise, SIS Thailand also received the quarterly award for best-achieving SAP Customer Competence Center within the Asia Pacific Japan region earlier this year. As Urbizu confirms, these endorsements help the organization to stand out in the marketplace.

“Our certification by SAP as a Customer Center of Expertise is a symbol of our high quality standards and operational excellence,” says Urbizu. “Through this endorsement, our organization gains credibility. It acts as a real differentiator for us.”

## Ready for the Future

SIS Thailand now has key capabilities in place that not only support the SAP-based solutions it has today but also move it closer to achieving a service-oriented architecture (SOA). This helps ensure that it can respond quickly and flexibly to support new requirements.

“At SIS Thailand, we are committed to moving forward and making ongoing improvements,” comments Urbizu.

“This project was a milestone on our journey to establishing an architecture that allows us to be more flexible and responsive to business needs in the future. With help and guidance from SAP, we are confident we will achieve our goal.”

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