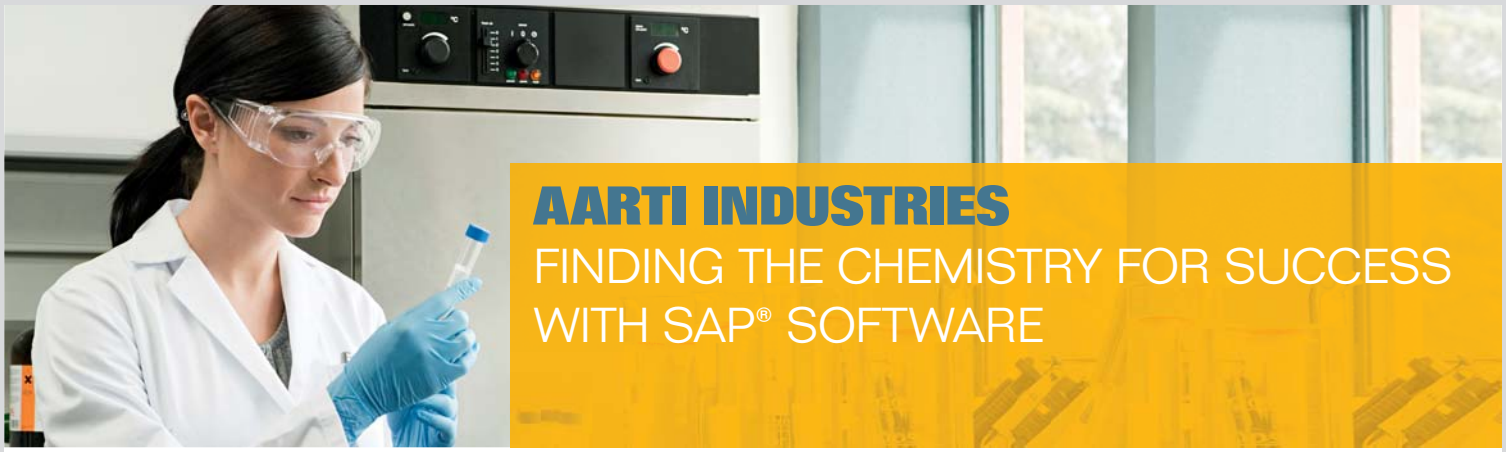

AARTI INDUSTRIES

FINDING THE CHEMISTRY FOR SUCCESS WITH SAP® SOFTWARE

QUICK FACTS

Industry
Chemicals

Revenue
Rs23.17 billion (US$515 million)

Employees
400

Headquarters
Mumbai, India

Web Site
www.aartigroup.com

SAP® Solutions and Services
ChemOne, a qualified SAP® Business All-in-One partner solution for specialty chemicals; SAP Best Practices for Chemicals package (localized for India)

Implementation Partner
YASH Technologies Pvt. Ltd.

Aarti Industries Ltd. is a leading manufacturer and supplier of chemicals used around the world. As business grew, the company's legacy software could not keep pace. In response, Aarti implemented ChemOne, a qualified SAP® Business All-in-One partner solution for specialty chemicals. The software, which supports industry best practices, today helps Aarti run at peak performance by providing enhanced visibility into global business operations.

Key Challenges

- Manage a sharp increase in business volume and compete effectively in a global market
- Ensure compliance with a complex statutory tax structure
- Execute key business processes such as sales order management, complex costing, and high sea sales and purchases
- Generate meaningful business reports to satisfy end-user and customer requirements

Why SAP Was Selected

- Rapid deployment with minimal risk and business disruption
- Best fit to meet strategic requirements
- Ability to support and map to key business processes
- Robust solution for current needs with scalability to support future growth
- Implementation partner's expertise and knowledge of SAP® software

Implementation Best Practices

- Used partner's implementation methodology to speed time to value
- Accelerated configuration tasks with the SAP Business All-in-One fast-start program
- Used "play back" sessions to preview features and make changes to fit user needs
- Centralized the solution and used a global template to roll out to other locations
- Successfully executed a train-the-trainer concept

Low Total Cost of Ownership

- Rapid implementation due to the SAP Business All-in-One fast-start program
- Fully integrated solution that reduces 3rd-party software costs and optimizes IT spend
- Built-in functionality and preconfigured business processes to reduce implementation time and costs
- Controls to manage industry-specific requirements more cost-effectively

Financial and Strategic Benefits

- Better visibility into business operations
- Support for growth and expansion
- Ability to comply with complex regulations more effectively
- Improved financial management with stronger controls and better visibility into company financial and accounting processes
- More accurate materials requirements planning
- Improved productivity via self-service tools
- Increased business insight with online reporting and data analysis features
- Rapid return on investment

Operational Benefits

Key Performance Indicator	Impact
Process efficiency	+20%
Month-end closing cycle time	-50%
Inventory handling costs	-18%
Workforce efficiency	+25%

"The qualified SAP Business All-in-One partner solution for specialty chemicals has helped us increase efficiency, reduce costs, and improve visibility into operations. It also gives us a foundation for growth in a highly competitive global market."

Sudhakar Shetty, Project Manager, Aarti Industries Ltd.

www.sap.com/contactsap

Growth Without Disruption

In the global chemicals business, companies live and die by their ability to meet order commitments under extremely tight deadlines. Nobody knows this better than Mumbai, India–based Aarti Industries Ltd. – a leading producer of Benzene-based intermediate chemicals, with multiple subsidiaries including Aarti Healthcare, Alchemie Europe Ltd., and Anushakti Chemicals and Drugs Ltd.

During a period of rapid expansion, Aarti quickly outgrew its existing business software for managing financials. In the hunt for a new solution, the company drew a line in the sand: no disruptions to daily business. With YASH Technologies Pvt. Ltd., Aarti found the right solution.

Faster with YASH and SAP

YASH provides ChemOne, a qualified SAP® Business All-in-One partner solution for specialty chemicals. Aarti liked how it could use industry-specific best practices–based functionality to manage accounting processes and much more – such as sales order management, complex costing, high seas sales, and business reporting. Best of all, YASH offered a rapid implementation methodology that minimized risk so that Aarti could continue serving customers without disruption.

To speed things along even more, Aarti participated in the SAP Business All-in-One fast-start program, which provides access to tools that accelerate configuration and control cost and scope. These accelerators came in handy during the implementation of software for sales and distribution and materials management. Here the challenge involved mapping existing processes to business functionality in the SAP software. To move forward, YASH worked with Aarti to create more than 120 pricing procedures and work out the details related to tax compliance issues specific to India.

Centralizing the solution at its headquarters in Mumbai, Aarti used a global template to roll out to other locations. Throughout the implementation, the team used "play-back" sessions to demo new functionality to end users and gather feedback to make changes. Aarti also adopted a train-the-trainer approach to get its workforce up to speed and generate internal buy in.

Improved Global Operations at Lower Cost

Today, Aarti enjoys vastly improved visibility into global business operations. In a worldwide chemicals market where Aarti must deliver on time to ensure smooth supply chain operations, the company now has the integrated processes to manage complexity and ensure high levels of performance. By replacing manual procedures, the company increased process efficiency by more than 20%. Strong financial controls and process standardization helped cut month-end closing times by 50%. In addition, Aarti can now better comply with a complex Indian tax code.

Aarti has cut costs, too. Using the software's controlling functionality, the company has minimized waste and streamlined operations, thus cutting inventory handling costs by approximately 18%. The solution also delivers tangible benefits for workers of all kinds. Managers can run reports to better track finances, inventory, and customer service levels. Frontline workers, meanwhile, now have access to self-service tools, increasing efficiency by 25%. All of this helps Aarti serve its customers more effectively despite the challenges posed by a complex global market.

Implementation Partner

YASH Technologies is a leading enterprise business and technology partner with a presence across three continents. YASH delivers comprehensive offerings that integrate enterprise solutions, services, and best practices to drive success.

YASH Technologies™
Envision. Engage. Empower.

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