ONIX

AN INDUSTRY SOLUTION ADAPTED TO ITS NEEDS TO INTEGRATE PROCESSES AND IMPROVE MANAGEMENT

"The cutting-edge nature of our brand extends to all our business processes: design, production, and sales. Our technological platform should meet our high standards. We have achieved this with SAP software."

Carlos Lacomba, General Manager, ONIX Cerámica S.L.

QUICK FACTS

Company
- Name: ONIX Cerámica S.L.
- Headquarters: Onda, Castellón, Spain
- Industry: Mill products – glass mosaic
- Products and services: Design, production, and distribution of glass mosaic for interior decoration
- Revenue: €10 million (2007)
- Employees: About 50
- Web site: www.onixmosaic.com
- Implementation partner: Grupotec Consultoria y Sistemas de Informacion S.L.

Challenges and Opportunities
- Maintain brand values of modernity and innovation
- Implement software to support information systems that contribute to the company's national and international development

Objectives
- Support all business processes with the same software landscape
- Improve control in certain areas, such as cost control and sample tracking

SAP® Solutions and Services
Qualified SAP® Business All-in-One partner solution tailored for ceramics companies by Grupotec

Implementation Highlights
Improved sample tracking

Why SAP
- Excellent brand reputation
- Widespread implementation in the ceramics industry segment
- Software best suited to ONIX's needs

Benefits
- Simplified all processes
- Improved cost control
- Made reliable information available for decision making

Existing Environment
- Tailored solutions for sales, accounting, and warehouse divisions
- Office software solutions

ONIX®

When it was set up, ONIX Cerámica S.L. implemented tailored software that, at the time, covered its organizational and information needs. However, 10 years later its leading position in the national and international markets meant it required a more advanced and complete solution. The solution had to be flexible and scalable as well in order to meet its future challenges. A qualified SAP® Business All-in-One partner solution from Grupotec Consultoria y Sistemas de Informacion S.L. tailored for ceramics companies met all of its needs.

Leading Manufacturer of Glass Mosaic

ONIX is one of the most important manufacturers worldwide in the field of glass mosaic. Its headquarters are in Onda, Castellón, Spain, with an office in Miami to cover the large and demanding American market. Its creations are used by architects and decorators in more than 100 countries, especially in Europe, North America, and South America, but it has also entered the esoteric markets of Russia and Saudi Arabia.

Since its founding in 1999, the brand has been characterized by its innovative, cutting-edge values, which have expanded the creative possibilities of glass mosaic, offering new designs, textures, and sizes. Apart from the use of mosaic in luxury aquatic spaces – swimming pools, spas, and baths – ONIX creations are used by professionals worldwide to decorate interiors, public spaces, and shopping centers.

The company is firmly committed to environmental protection and manufactures its tiles using recycled glass. Its commitment has been recognized by the prestigious organization Scientific Certification System (SCS), which awarded the company its "Green Product" seal.

Scalable, Flexible Software to Sustain Future Growth

When the company was set up, it implemented tailored software developed by a local company to manage sales, accounting, and warehouse operations. But ONIX's expansion over the years has been spectacular, both at home and abroad, and some time ago the software was already proving to be insufficient and barely operational. There was hardly any control over some of the business areas, and lack of integration made it difficult to collect and consolidate data.

All the alternatives considered for modernizing the software shared the same clear disadvantage: they met ONIX's needs at the time but did not promise functional coverage in the future. In contrast, SAP solutions stood out for their scalability and a technological platform that could be tailored to company requirements.

As ONIX took a closer look, it learned that the SAP software was flexible. It could be extended to include additional functions, was well suited to support tailored adaptations, and could be readily migrated to new versions. Furthermore, SAP solutions are widely implemented in the ceramics industry and, in particular, a qualified SAP Business All-in-One partner solution had been developed for the industry by Grupotec. The partner's experience meant implementation time would be short, another of ONIX's key objectives.

The Project

The implementation project started in July 2007 with a working team consisting of Grupotec consultants and five ONIX employees. Everything had to be ready by December, in time to take stock of warehouse goods during the Christmas downtime. The team worked closely together to meet this highly ambitious deadline, and in January 2008 the product went live in all areas: purchasing, sales, production, finance, costs, locations, and samples. The application was installed on a Hewlett Packard server with a Windows 2003 Server operating system and an SQL database. It currently supports 15 users.

> "The integration of processes and data in SAP software allows us to access strategically relevant information in real time and make the right business decisions."
>
> **Carlos Lacomba,** General Manager, ONIX Cerámica S.L.

Functional Coverage

The functional coverage of the new solution was impressive. The operations it supported included planning and production, finance, controlling, purchasing, and location (warehousing). For planning and production, the software helped ONIX manage shrinkage in consumption and production operations as well as finite capacity graphic sequencing. With the software, it could now generate production reports by part counters and percentage statistics for quality, stoppages, and productivity.

For the financial division, the software support was just as impressive. ONIX now had cutting-edge software for its financial accounting and automatic collection and payment activities. Also supported were export management, commission agent management, and supervision of travel expenses.

The controlling operations of ONIX gained advantages from the software through support for managing planned and real expenses per cost center or per group. It could now choose from multiple distribution criteria when assigning indirect costs to production sections and products. It could automatically calculate planned rates (budget), real rates (month end), and product pricing. It gained better control over theoretical and real production costs by production order and by product. Multidimensional analytical profit and loss accounting by company and group was supported, as was the yearly budget planning of sales and direct sales costs, including a comparison with real costs.

For the purchasing division, the software helped the staff in creating quotes, order requests, orders, and services. It supported automatic purchasing orders for procurement planning as well as rebate processing and invoice verification. The location division profited with software functions for the management of its warehouses. Support included details like selection strategies to maximize free space and avoid opening pallets, and the creation and confirmation of transport orders.

> "Proper tracking of sample shipments is a priority for us. This activity involves large volumes of product, and thanks to SAP, we now have absolute control over associated costs and profitability."
>
> **Miguel Valls,** CFO, ONIX Cerámica S.L.

Benefits and Future Plans

The SAP software implementation at ONIX has provided process integration, better cost control, information consolidation, and more professional management. The company's visionary and cutting-edge character, its current market position, and its expansion plans required this. "The integration of processes and data in SAP software allows us to access strategically relevant information in real time and make the right business decisions," emphasizes Carlos Lacomba, general manager of ONIX.

In particular, cost control of sample shipment tracking has improved dramatically. This item is a separate amount in the overall budget and required a solution that enabled amounts, models, dates, and addressees of each shipment – along with associated costs and resulting sales – to be controlled. "Proper tracking of sample shipments is a priority for us. This activity involves large volumes of product, and thanks to SAP, we now have absolute control over associated costs and profitability," observes Miguel Valls, CFO at ONIX.

Information integration and immediate access has facilitated decision making both in routine tasks, such as applying rates and production planning, and in strategic decision making related to opening up new markets and lines of business.

Currently, ONIX has just finished implementing new SAP software such as the SAP Customer Relationship Management application, a key customer database that enables ONIX to monitor projects and customer relationships. Business intelligence software from SAP has also been introduced as a key tool in developing balanced scorecards to achieve comprehensive management of the company.

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