



DR. WOELLNER HOLDING CHEMICALS COMPANY SAYS SAP CERTIFICATION “A MUST” WHEN CHOOSING PARTNER

QUICK FACTS

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Dr. Woellner Holding GmbH & Co. KG

Company

- Name: Dr. Woellner Holding GmbH & Co. KG
- Headquarters: Ludwigshafen, Germany
- Industry: Chemicals
- Products and services: Silicates and specialty chemicals, cosmetics, and inks
- Revenue: €120 million
- Employees: 450
- Web site: www.woellner.de
- Implementation partner: Freudenberg IT KG

Challenges and Opportunities

- Keep focus on core business
- Find outsourcing partner with SAP certification

Objectives

Outsource application management and infrastructure hosting

SAP® Solutions and Services

SAP-certified provider of application management services and global hosting

Implementation Highlights

Extensive meetings and workshops to transfer knowledge

Why SAP-Certified Partner

- Extensive experience with SAP® software implementations
- Right skills, tools, and procedural knowledge to manage SAP software solutions
- Ability to route incidents, define and resolve problems, and provide change management

Benefits

- Eliminated need to double IT staff
- Saved 20% over previous service-provider contract

Existing Environment

Noncertified service provider

Third-Party Integration

- Database: SAP MaxDB™
- Hardware: HP
- Operating system: Linux



Dr. Woellner Holding GmbH & Co. KG outsources application management and uses hosting services for its SAP® software so it can focus on its core business. When the time came to choose a new service provider, the midsize chemicals company identified one decision-making criterion above all others. “SAP certification was a must,” says Thomas Storz, IT manager at Woellner. “If the company was not a certified partner, we wouldn’t even enter into a discussion with them.”

Woellner picked Freudenberg IT KG, an SAP-certified provider of application management services and global hosting. SAP certification is based on a partner’s extensive experience with SAP software implementations and advanced collaboration with SAP. Certified partners have passed an SAP audit that ensures they have the necessary skills, tools, and procedural knowledge to manage and operate SAP software solutions. This includes the ability to properly route incidents, define and resolve problems, and provide change management services.

Freudenberg IT set up the application management service for Woellner in six weeks. The IT company focuses its on-demand support around advanced-customization and change-management requests, handling the tickets from

Woellner’s 275 users. The service-level agreement calls for guaranteed response times within 4, 8, or 16 hours, depending on the urgency of the issue; longer times are required for more complex change-management requests. Freudenberg IT provides different support models, with help available up to seven days a week, 24 hours a day

“This allows us to concentrate on our business,” says Woellner’s IT manager. “We are not a data center, and it would be difficult for us to get into this area – setting aside space, running power and cooling systems, operating continuously, ensuring security, and maintaining state-of-the-art technology. Freudenberg IT does this 24x7, all year long. It’s much more cost-effective for Freudenberg IT to supply these services.”

Outsourcing – No Need to Double IT Headcount

Storz estimates that he would have to almost double IT headcount to do this in-house. “We have four people who focus on SAP software and three people who handle our system infrastructure. If we managed the applications in our own data center, we would need another five to six people. It would cost much more money. And we could not be as flexible. For example, if we wanted to buy a company, add users, increase performance, or upgrade applications or releases, it would be harder to change something in our own data center versus an external center. An SAP-certified partner like Freudenberg IT can do this much more flexibly and quickly than we can as a midsize company with a small IT staff.”

SAP global hosting partners like Freudenberg IT are companies authorized to provide comprehensive service offerings for customers in Europe, the Middle East, and Africa as well as the Americas, the Asia-Pacific region, and Japan. With direct access to both hardware and software, Freudenberg IT can maintain the physical hardware and network as well as continuously tune and optimize the SAP software for better performance. “This is the benefit of having a single, SAP-certified provider for both application management services and hosting,” Storz says.



Certification, Price, Professionalism

Ludwigshafen, Germany-based Woellner evaluated a number of service providers before choosing Freudenberg IT, which provides services to small and medium-size businesses with SAP software landscapes. "In addition to having SAP certification, Freudenberg IT is located nearby, which made it easy to work with the company," Storz says. "Its reference customers spoke highly of its services. It presented itself very professionally. It also had excellent contingency planning – two data centers separated physically by one kilometer of space, so a problem at one would not carry over to the other. And it offered the best price – a 20% savings over our previous contract."

Freudenberg IT also knew Woellner's business. Woellner is a holding company with 10 subsidiaries across Germany, Austria, and France. It has three strategic business segments – silicates and specialty chemicals for use in the construction, paper, chemicals, and detergent and cleansing agent industries; cosmetics; and ballpoint pen and specialty inks.

"Freudenberg IT's parent company, the Freudenberg Group, has operations in the chemicals industry," Storz says. "Freudenberg IT comes from the chemicals industry and understands our

needs around recipes, blending, and the unique production planning and quality requirements of process manufacturers."

Success Through Knowledge Transfer

Woellner began the engagement with Freudenberg IT by discussing its operations. "The service provider had to understand our processes," Storz says. "We held a series of meetings and workshops so the consultants could get to know our product line and master our business."

The knowledge transfer was extensive. Woellner gave Freudenberg a detailed demonstration of how it used SAP software functionality – for sales and distribution, materials management, production planning, quality management, financials and controlling, human capital management, and business intelligence.

Woellner also showed Freudenberg IT how it had tailored its SAP software to its business needs. "We've made some special customizations," Storz says. "We explained the customizing and why we did it. If we have problems, Freudenberg IT has to understand how we work in order to provide us with assistance."

The chemicals company receives reports from Freudenberg IT on user requests for application assistance – the number of open support-request

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tickets, who the users are, and the problems they face. "This gives us transparency into issues with the business," Storz says. "We can identify business processes that need to be changed or users or departments that require assistance."

It also relies on the IT company to provide some of that training. "We are conducting a two-week workshop at our plant in Bingen, Germany, for our cosmetics business," Storz says. "Freudenberg IT will assist with the training, which is designed to help our users optimize their business processes."

Support for Future Growth

Woellner will next take advantage of Freudenberg IT's application management services for the SAP NetWeaver® Portal and SAP NetWeaver Business Warehouse components and the SAP BusinessObjects™ Global Trade Services application. Having an SAP-certified global hosting partner will also help with future growth.

"Freudenberg IT has data centers in the United States and China," Storz says. "It has locations around the globe; it follows the sun. If we buy a company in Asia, we would have support there – the same facility, the same services, the same standards and security, and the same look and feel as in Germany. This makes it much easier for us to do business anywhere in the world."



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