

SAP Customer Success Profile SAP Active Global Support



adidas
GROUP

adidas AG

Sporting goods from adidas AG – headquartered in Herzogenaurach, Germany – are available in virtually every country in the world. To optimize global operations and to integrate Reebok, acquired in February 2006, adidas Group chose the SAP® MaxAttention™ support option. The service ensured a smooth go-live of the SAP Apparel and Footwear application in several countries.

AT A GLANCE

Key Challenges

- Reduce the risk of IT performance issues to ensure quick and cost-efficient product delivery
- Avoid inconsistencies and inefficiencies arising from data redundancy and resulting in higher total cost of ownership

Project Objectives

- Safeguarding the SAP® Apparel and Footwear application
- Supporting go-live for global rollouts of SAP Apparel and Footwear
- Integrating Reebok IT systems following its acquisition

Service Offering Chosen

SAP MaxAttention™ support option

Why SAP Services

- In-depth expertise in the apparel and footwear industry
- Direct access to SAP specialists

Project Highlights

- Proactive and continuous performance optimization for both batch processes and online operations
- Sustainable data growth management using SAP services to optimize data management and archiving
- Safeguarding of implementation and rollout projects

Key Benefits

- Smooth go-live in several different countries
- Performance optimization of the global client system
- Intensive knowledge transfer from experts in the SAP Active Global Support organization

Web Site

www.adidas-group.com

Industry

Sporting goods – apparel, footwear, and hardware

Existing Environment

SAP R/3® software for apparel and footwear companies (SAP R/3 functionality now found in the SAP ERP application)

Third-Party Integration

- Database: Oracle
- Hardware: HP
- Operating system: UNIX

“Uninterrupted operation of our production software is especially critical since we follow the ‘global client concept’ of running one system for our global business. SAP MaxAttention has contributed to ensure the smooth deployment of our SAP Apparel and Footwear application, with no system downtime or performance degradation.”

Peter Hoehlein, Vice President Global IT,
adidas AG

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