TOTAL PETROCHEMICALS

SAP® MaxAttention™ HELPS CHEMICAL FIRM'S IT GROUP DO MORE AT SAME COST

"SAP MaxAttention helps me to increase IT's contribution to the business without increasing the cost."

Luc Dossin, Architecture and Integration Manager, Total Petrochemicals

QUICK FACTS

Company
- Name: Total Petrochemicals
- Headquarters: Brussels, Belgium
- Industry: Chemicals
- Products and services: Base chemicals and polymers
- Revenue: €8.7 billion
- Employees: 6,000
- Web site: www.totalpetrochemicals.com
- Partners: SAP® Active Global Support (SAP AGS) organization, SAP Consulting organization

Challenges and Opportunities
- Deliver more IT services with a static budget (total cost of ownership)
- Stay current with SAP's long-term development plan
- Get immediate, personalized attention from SAP experts to resolve issues

Objectives

Engage in a trusted partnership to supplement internal IT application lifecycle management

SAP Solutions and Services
- SAP MaxAttention™ services
- SAP Business Process Performance Optimization service
- SAP GoingLive™ Functional Upgrade Check service

Implementation Highlights
- Relationship of trust between Total Petrochemicals and the SAP MaxAttention technical quality manager and engagement architect
- Biweekly meetings
- Quarterly reviews at branch and group levels
- Technical integration check recommendations

Why SAP
- Total Petrochemical's long-standing commitment to using SAP software
- Access to SAP developers and experts

Benefits
- Upgraded to the SAP ERP application worldwide over a single weekend without problems
- Increased database performance by a factor of 3
- Improved performance of the SAP Customer Relationship Management application
- Achieved faster month-end close
- Gained a clear understanding of the SAP software road map

Existing Environment
- SAP software for enterprise resource planning
- SAP Customer Relationship Management application
- SAP Advanced Planning & Optimization component
- SAP NetWeaver® technology platform
- SAP BusinessObjects™ portfolio of solutions

Third-Party Integration
- Database: Oracle
- Hardware: IBM
- Operating system: IBM AIX

TOTAL

SAP®

Total Petrochemicals makes base chemicals and polymers used in the production of plastic products for industrial companies and consumers. It's a competitive business with a tight focus on cost. That's one reason why Total is an SAP® MaxAttention™ services customer – so its IT team can deliver, at a low total cost of ownership, the business applications, user experience, and incisive reporting the global firm needs.

"One of the biggest benefits of SAP MaxAttention is that it enables me to do more while keeping my budget constant," says Luc Dossin, architecture and integration manager at Total Petrochemicals. "Our IT budget stays more or less constant each year; that means as the company grows and user demand increases, I provide more and more services for the same price. SAP MaxAttention helps me to increase IT's contribution to the business without increasing the cost."

SAP MaxAttention, delivered by the SAP Active Global Support (SAP AGS) organization, helps Total Petrochemicals do that by providing services across the entire application lifecycle, including safeguarding for solutions and planning for new releases and upgrades. An SAP engagement architect is responsible for setting up collaboration with the customer's executive management team; an SAP technical quality manager oversees service delivery, providing a single point of access to a range of experts focusing on solution management, technology, development, and other related needs.

"That's another benefit: the access to experts," Dossin says. "SAP AGS has organized many workshops for us on topics we requested – for SAP NetWeaver® Business Warehouse Accelerator software and the integration between SAP software and the SAP BusinessObjects™ portfolio of solutions, for example. These sessions help us understand how we can use SAP software to make good decisions. SAP experts also explain where SAP is going. We want to follow the long-term SAP development path. We are a 'why not SAP?' shop – if we have to do something, our first inclination is to use SAP software. The tight integration of SAP software helps us keep the total cost of ownership down."

Dossin especially likes the personal attention the company gets with SAP MaxAttention. "When we have a problem, speed is very important. When I escalate issues to SAP MaxAttention, things move very quickly; their experts react immediately. This is very valuable to us."

Focus on SAP ERP Upgrade

Total Petrochemicals recently tapped SAP MaxAttention for a major upgrade to the SAP ERP application. "At the beginning of our project, SAP AGS sent very knowledgeable consultants to teach our team how to do the upgrade and Unicode conversion," Dossin says. "Everything went smoothly all the way through going live. Once we were functional, SAP AGS came to check to make sure all was okay. It was, because we had completely mastered the upgrade process, and we mastered the upgrade among other things because we had good people from SAP MaxAttention. It was the SAP specialists at the outset that gave us the knowledge to do the job right."

Total Petrochemicals IT likes that model – its talented IT staff doing the work itself, without many third-party providers, empowered by SAP AGS. The company also called upon the SAP organization to perform a technical integration check two months prior to the SAP ERP rollout. "SAP AGS made recommendations around the cutover plan, software change management, interface management, and treasury customization," Dossin says. "We accepted all of its advice. Then, during the four-day upgrade weekend and Unicode conversion, SAP AGS provided on-call service so someone was available 24 hours a day if there were issues."

Performance Improvement by a Factor of Three

SAP AGS has provided numerous other services during the ongoing engagement. For example, the SAP Business Process Performance Optimization service enabled Total to discover the root cause and resolve a performance issue with its month-end close. Also, after a

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database upgrade, the performance of a daily job run in the controlling area had decreased significantly. "With the parameter and configuration recommendations given by SAP Active Global Support, we were able to improve the batch job performance by a factor of three," Dossin says.

SAP AGS also assisted Total Petrochemicals with the SAP GoingLive™ Functional Upgrade Check service during an upgrade of the SAP Customer Relationship Management application. Says Dossin, "The SAP AGS report highlighted some items that enabled us to prevent performance problems. SAP AGS also proposed some modifications to system parameters that improved performance around the customer fact sheet, which is crucial to how our sales force prepares for customer visits."

A Trusted Personal Relationship

Total Petrochemicals, one of the world's leading petrochemicals companies, is part of Total S.A., a leading multinational energy company. Total signed the SAP MaxAttention contract at the corporate parent level; Brussels, Belgium–based Total Petrochemicals then began to take advantage of the services. The engagement is centered around the relationship of trust established between Mr. Dossin and the SAP MaxAttention technical quality manager representing the embedded support team.

"We know each other well, and more importantly, we trust each other," Dossin says. "We meet for one hour every two weeks; we go over all the issues and address any outstanding needs. Then, every quarter, we have a general review meeting with our management team where we go around the table and discuss what we've accomplished and what the upcoming plans are. The week after that, we conduct a meeting between SAP AGS and Total Petrochemicals at the corporate level."

Documentation of Core Business Processes

SAP AGS, through SAP MaxAttention, has also helped Total Petrochemicals make better use of the SAP Solution Manager application management solution. SAP Solution Manager is a centralized platform that provides tools, content, and direct access to SAP to help customers deploy, operate, support, monitor, and continuously improve their SAP solutions. It targets both technical and business aspects of customers' SAP solutions, focusing on business processes and their connection to the underlying IT infrastructure.

"We decided to use SAP Solution Manager during the upgrade," Dossin explains. "We were rolling out SAP ERP across 21 production sites in Europe, the United States, Asia, and the Middle East, and we needed to test everywhere. Managing these tests in Microsoft Excel would have been a nightmare. SAP AGS put us in contact with an SAP consultant in Walldorf, Germany, who conducted workshops for us. We defined all our business processes using SAP Solution Manager, creating a business process repository where we then defined our test plans. Next, we will use SAP Solution Manager to automate solution testing."

Reliability and Quality Answers

The IT architecture and integration manager at Total Petrochemicals sums up SAP AGS and its SAP MaxAttention services in one word: reliable. He says, "If I have any questions, I am 100% certain I will get a good quality answer that I can believe in. Even now, after the SAP ERP upgrade, we don't want to leave SAP MaxAttention, because we gain so much that we want to continue using the services."

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