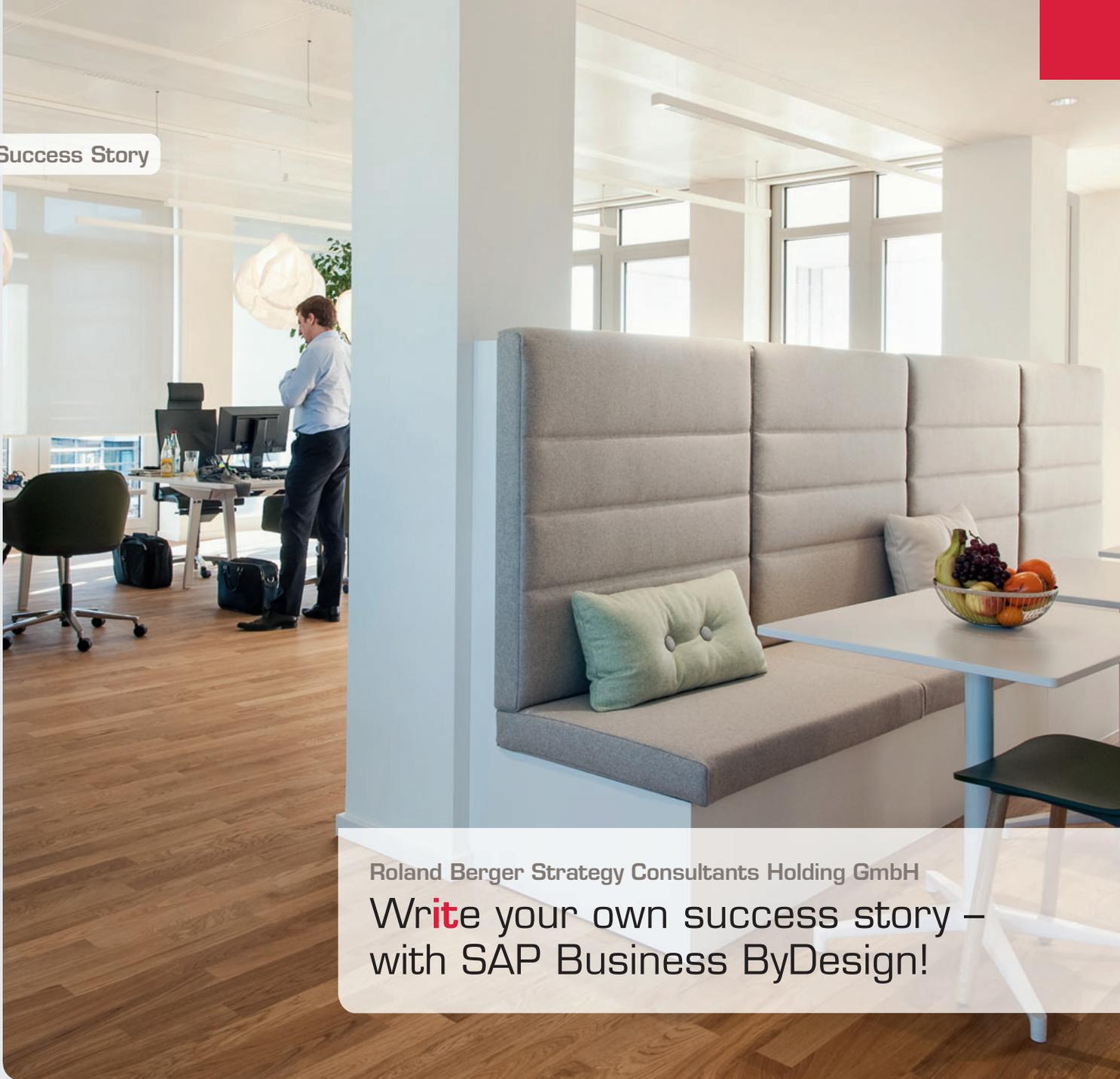


Success Story



Roland Berger Strategy Consultants Holding GmbH
Write your own success story –
with SAP Business ByDesign!

»Trust in the challenges and opportunities that cloud offers –
it is no longer just a hype but brings lasting changes to your
company's IT.«

Daniel Gerster, CIO, Roland Berger Strategy Consultants

Break with your IT traditions!

Standardized and unified business processes at all locations worldwide.

Corporate strategy forms the basis of every company's success. The development of such strategy can be a complex task – but it does not have to be! With more than 50 years of experience as a management consultant Roland Berger supports its customers in this challenge. Thereby, the only leading global management consulting firm with European origin and German roots, thinks and acts across national borders. In order to keep track of the rapid globalization of markets and take advantage of the growth opportunities, Roland Berger decided

to implement a new system landscape. The old, fragmented stand-alone systems, some of which were 20 years old, could not meet the future demands and complexity of the consultancy. The company took an exciting new step and decided for a cloud-based ERP solution: SAP Business ByDesign. Roland Berger chose itelligence from Bielefeld, Germany for the implementation of the project. itelligence is one of SAP's closest partners and convinced with the extensive project experience of implementing SAP cloud solutions.

Objectives of the IT project

The historically evolved, heterogeneous IT landscape, which consisted of CRM and ERP solutions from different vendors and in-house developed solutions, has been replaced with an ERP on-demand software, thanks to successful collaboration between Roland Berger and itelligence. The new IT environment was to provide the central data base to link data relationships from procurement and CRM to financial accounting and controlling, and execute them in a standardized, IT-supported way.

In order to unify business processes across various locations, the standard ERP on-demand software functions were used. Only in a few instances Roland Berger adapted processes through customized fields to meet specific requirements. As the necessary requirements are settings and do not need programming, they are release-insensitive, leading to significant implementation- and subsequent maintenance cost reductions.

The SAP solution in SaaS mode allows even small overseas subsidiaries, with few employees to use full ERP functions. And due to internet based access a site implementation is not necessary. The consultants can benefit from end-



Roland Berger Strategy Consultants Holding GmbH

The company was founded by Roland Berger as a one-man operation in 1967 and has grown into one of the leading global consultancy firms with 50 offices in 36 countries. Roland Berger employs more than 2,400 people who are specialized in different industries and functional topics. The service covers the entire range of management consulting from strategic advice to successful implementation.



to-end business processes and the possibility of mobile data access. Manual and paper-based procedures that previously caused media breaks, are eliminated. For Roland Berger that means: transparent and efficient operations and improved data quality. Eligible users have anytime, anywhere access to the on-demand solution enabling them to retrieve information and key figures or collect data such as their working hours or travel expenses – whether in the office or on the road.

In addition, travel expenses can be done significantly faster and safer in the future as the process is workflow-based and runs electronically up to approval level. Employees can simply take a picture of their receipts via smart phone, allowing for immediate and final processing of their travel expenses.

Lead management also benefits from the introduction of SAP Business ByDesign. While on the road contact details of prospective clients can be added directly to the cloud-based ERP solution with integrated CRM functions and be

managed centrally and uniform. As part of the conversion to SAP Business ByDesign it is planned to prepare financial statements not only in accordance with HGB accounting but also prepare financial statements in accordance with International Financial Reporting Standards and IFRS. With offices in over 20 countries some localized versions were created.

»We all agreed: business-critical data is safer in SAP's high performance computing center than on servers in our own data center.«

Daniel Gerster, CIO, Roland Berger Strategy Consultants

The first localized country version, covering all relevant business strategy consulting, was developed for the Czech Republic and adapted to country-specific terms such as local currency, value added tax and financial accounting. In addition, the local version contained forms, relevant reports, and statutory output formats

Roland Berger Strategy Consultants

Name:
Roland Berger Strategy
Consultants Holding GmbH

Sector:
Management Consulting

Size:
2,400 employees

Headquarters:
Munich, Germany

Other sites:
50 offices in 36 countries

in the respective language. At the same time, regional compliance requirements in terms of data security and privacy were met. A process that took only a few weeks and that will be rolled out to other countries.

Technical operation, maintenance and upgrades from a single source

Since the operation and maintenance of on-premise software is very labour-intensive, the integration of all offices worldwide – especially the smaller ones – would have been too complex for Roland Berger. The implementation effort

and cost also spoke in favor of a cloud solution as SAP takes care of technical operation, maintenance, and above all updates for the on-demand software, relieving the company's internal IT organization. Thus, Roland Berger's IT staff can focus on their core tasks: managing external IT service providers and design as well as optimization of IT processes.

With SAP Business ByDesign, the cloud ERP solution from SAP, Roland Berger can continue to combine in-depth analysis with creative strategies and create real, sustainable value for its clients.



Facts & Figures

Solution: SAP Business ByDesign
(Professional Services)

Modules used: Financial Accounting, Controlling, Resource Planning, Time Management, Travel & Expense Management, CRM

Benefits:

- Low implementation effort and cost reduction
- Compliance of privacy
- Workflow-supported travel cost billing
- Transparent and uniform operating procedures
- Integrated business processes
- Mobile data access