BIP Holland bv, Etten-Leur, the Netherlands

DYNAMIC ORGANIZATION BIP STANDARDIZES ITS OPERATIONS IN SAP BUSINESS BYDESIGN

> Despite the fact that we are a dynamic organization, we managed to standardize our operations in SAP Business ByDesign, in part due to the involvement and knowledge of NTT DATA Business Solutions.

Tim Vermeulen, Operations Manager, BIP Holland bv

Challenges

- BIP was working in an outdated ERP that only offered limited functionalities
- The company wanted an easy way to exchange EDI messages with its partners
- BIP was looking for a system with which to consolidate data from its international logistical and commercial locations
- Paper processes and archives had to be digitized
- Improved and more detailed insight into royalty processes

Why choose NTT DATA Business Solutions?

- NTT DATA Business Solutions offers a fit-to-standard approach that provides a future-proof system
- SAP Business ByDesign is ideally suited to BIP's scope and challenges
- Personal connection between BIP and the experienced experts at NTT DATA Business Solutions

Advantages

- The warehouse management systems (WMS) of international logistics service providers are integrated with SAP
- Orders, packing slips and invoices are easily exchanged in a streamlined manner via EDI
- The company archive has been fully digitized
- BIP will eventually have well-organized approval flows for invoices and purchase and sale orders
- BIP's complex constructions for royalty and discount percentages have been made insightful and manageable
- Fifty-percent reduction of the FTEs needed in the administrative and account support departments

Solutions

- SAP Business ByDesign

Industry: Wholesale and distribution
Products: Creative products and packaging materials for healthy snacks, candy and chocolate
Employees: 30
Employees: www.bip.nl

NTT DATA Business Solutions

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70%
of all employees use the system

BIP develops, produces and distributes creative products and packaging materials for healthy snacks, candy and chocolate. For its products, the company uses some of the most recognizable licensed characters in the world, including Disney's and Nickelodeon's. Retailers including Albert Heijn and Jumbo and distributors such as Lekkerland purchase BIP's products. The Dutch branch of the organization has a staff of thirty employees. BIP also has offices in the United Kingdom, Germany, France and Spain. Production takes place at various locations across Europe and China.

Better data exchange and royalty calculations

For the past fifteen years, BIP has been using a local ERP system. Over time, this system had become outdated. "It did not offer enough functionalities to satisfy our wishes," says Tim Vermeulen, Operations Manager at BIP. "For example, we wanted to automate as much of our communication as possible with electronic data interchange (EDI). Furthermore, we wanted to consolidate the data from all branches - including our international locations - in a single system. Our new ERP system therefore also had to offer professional multilingualism."

Another one of Vermeulen's key requirements for the new system had to do with the automation of the complex royalty schemes that come with purchasing licenses from some of the world's biggest brands. "When you sell a box of popsicles that only contain Paw Patrol branding, it is fairly easy to calculate the royalties after the sale. However, things quickly get complicated when you're selling products that bear images from multiple rights holders. In that case, you're dealing with different rates of call that were agreed upon with the various license holders. Manually calculating those royalties was far too time-consuming."

A future-proof and standardized system

In 2018, BIP began the search for a new and future-proof ERP system and an integration partner. At the recommendation of a friendly organization who had had excellent experiences with SAP Business ByDesign, BIP included the system in its research and selection process. During that process, BIP came into contact with NTT DATA Business Solutions. The two organizations immediately hit it off, Vermeulen says. "The team was well prepared, the right people were involved and we saw eye to eye during our meetings. We were both focused on working in a standardized manner and NTT DATA Business Solutions was quickly able to gain a thorough understanding of our processes."

Saving time and eliminating errors with integrations and workflows

After some careful preparation, BIP finally adopted SAP Business ByDesign in December of 2019. Initially, there were only six key users. Nowadays, seventy percent of the organization's employees use SAP. Vermeulen explains the changes this has resulted in: "For starters, we set up all purchasing and sales processes for our Dutch, Spanish and French head offices in SAP. To facilitate our logistical processes, we have integrated SAP with the warehouse management systems (WMS) of our local logistics service providers. That saves a lot of time and has resulted in a marked improvement in terms of the accuracy of our inventory management and order processing.

We have also further digitized the communication with our clients. We had always been reluctant to do so, because we lacked the necessary knowledge and expertise ourselves. NTT DATA Business Solutions helped us improve our understanding of integrations - and successfully so. For example, we now exchange all orders and invoices for our major retail clients via EDI."

Another significant change is BIP's fully digitized archive. Vermeulen: "Our archive used to be made up of paper records. That often made it difficult to find what we were looking for. These days, everything is digitally archived automatically and all our actions are easily traceable." BIP now also has proper approval flows in place, e.g.

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for processing expense invoices and purchase and sale orders. "It saves us a ton of time, especially in the financial and sales departments," says Vermeulen. "For example, we no longer have to search through emails to find invoices and approvals. As an added benefit, these processes have become far less prone to error. With SAP Business ByDesign's versatile reporting options, the essential royalty information is now available to us in real time. The process of sending out payment reminders has also been greatly simplified. In the past, that took us a couple of days every month. Now, we can do it with a single press of a button. Our financial and account support departments can do the same amount of work with only half the manpower."

Proactivity, rapid communication and experience
During the implementation, representatives from NTT DATA Business Solutions were on site at BIP three days per week to manage the process. "The consultants were highly proactive and communicated well," Vermeulen says. "Everything was done in close coordination. At every step, we determined together whether we could take care of something ourselves or if we should outsource it. This was always done with honesty and transparency.

Our international employees were also involved during the implementation. They could present their challenges to the consultants and have their questions answered via video conferencing. It is clear that NTT DATA Business Solutions has extensive experience with organizations whose scope and processes are similar to BIP's. Their knowledge is of great added value to our organization."

Accept the standard
Vermeulen has a few final tips for organizations facing their own digital transformation. "It is important to properly document the process knowledge of your key users from the very beginning. That knowledge should not be lost in the event of staff turnover.

Another tip for organizations whose operations - like BIP's own - are not necessarily that structured is that it is certainly possible to standardize them, as long as you are open to it. We are happy to now have a complete solution that, due to the constant updates, is future-proof to boot. SAP Business ByDesign continues to become more important to us every single day."

Want to know more?
Do not hesitate to contact us:

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