

UDG United Digital Group GmbH, Hamburg, Germany

SAP S/4HANA® AND IT.SERVICE^{BP}: DON'T LEAVE ANYTHING TO CHANCE



The implementation of itelligence*'s industry solution it.service^{BP} has made our intercompany processes much easier. With SAP S/4HANA Finance, we have successfully deployed a comprehensive range of finance functions from the new SAP® landscape. itelligence* has proved itself to be a fast-working implementation partner during every phase of the project.

Dr. Gisbert Grasses, CAO, UDG United Digital Group GmbH



Challenges

- Over the years, a number of agencies have come together under the roof of UDG United Digital Group
- No standardized, cross-company system
- Numerous island solutions



Solutions

- NTT DATA Business Solutions industry solution it.service^{BP}
- SAP S/4HANA Finance
- NTT DATA Business Solutions AddOns it.approval^{ADD} and it.smartscan^{ADD}



Benefits

- Simplification of intercompany processes and infrastructure
- Cross-company project controlling
- New functions and evaluation features with SAP HANA



Why NTT DATA Business Solutions?

- Competence and experience with SAP HANA® and S/4HANA



Company: UDG United Digital Group GmbH

Industry: Marketing and advertising

Products: Leading agency for digital brand management in German-speaking countries

Number of employees: More than 650

Turnover: EUR 69.3 (2015)

Headquarters: Hamburg, Germany

Website: www.udg.de

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions



NTT DATA
Trusted Global Innovator

687 users



Goal- and Outcome-Oriented

We live in a digital world. Interaction among consumers and brands has to be authentically networked, in dialog and in real time. To meet these challenges, the agency UDG United Digital Group develops customized digitization strategies and guides them to measurable success.

As an agency network founded in 2011 from the merging of nine specialist agencies, UDG United Digital Group is growing all the time and has asserted itself on the market as one of the leading full-service agencies with digital DNA. The combination of multiple agencies under one roof ultimately necessitated standardizing the IT system landscape. UDG United Digital Group commissioned NTT DATA Business Solutions AG from Bielefeld to implement a standardized and future-proof ERP solution.

At the beginning of 2016, after a project runtime of just four months, the NTT DATA Business Solutions project team successfully launched the long-established industry solution *it.service^{BP}* for service providers on SAP HANA. The new ERP solution supports a range of internal processes, thereby contributing to the agency's success because UDG United Digital Group is now in a position to provide flexible and tailored solutions to individual customer requirements.

The Right People Working on the Project

One of the key tasks of UDG United Digital Group is to find the right people for every project that it wins. *it.service^{BPD}* offers a range of functions for efficient resource planning. UDG United Digital Group is also planning to implement the user-friendly SAP Fiori apps, which will allow employees to perform their tasks quickly and easily in a role- and process-based manner on a single, web-based interface.

And the NTT DATA Business Solutions AddOn *it.smartscan* helps UDG United Digital Group to optimize the digitization of documents by automatically scanning documents and

posting them in the ERP system. The *it.approval^{ADD} AddOn* accelerates the approval process for important business documents. Both of these solutions help to reduce the amount of manual work involved, thereby reducing costs document by document.

The New World of Accounting

Today, finance departments need to respond quickly in order to leverage real added value for their company. UDG United Digital Group has recognized this, too, and has taken the innovative step of implementing SAP S/4HANA Finance. As a result, UDG United Digital Group benefits from a state-of-the-art user experience and simplified architecture that accelerates the preparation of financial statements, ensures reporting agility, and promotes standardized and transparent planning and controlling processes.

UDG United Digital Group, which continues to enjoy strong growth, now has the perfect system landscape and, as a result, is ideally equipped to face the challenges of the future. This ensures that it is – and will remain – a leading agency and an outstanding partner to its customers in leveraging the opportunities of the digital transformation.

With the implementation of SAP S/4HANA, UDG United Digital Group is also playing a pioneering role in the digitization of its own processes.

Lorenz Beckmann, Principal SAP HANA, itelligence AG

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