

Salling Group, Aarhus, Denmark

# MIGRATING ONE OF THE WORLD'S LARGEST RETAIL SAP BI SYSTEMS INTO BW/4HANA.



We had a dream team made up of the best skillsets in Europe from itelligence\*, SAP and Salling Group. And we managed to solve the task on time and within budget.

Matilde Rotbøl, Senior Project Manager, Salling Group



## Challenges

- The current data warehouse did not support upcoming functional needs and developments
- The core IT strategy required one simplified system to support one data truth across all business units and countries
- One of the largest SAP BI systems in retail needed to migrate without disrupting business operations



## Benefits

- SAP BW/4HANA provides a future-proof data warehouse supporting flexible data storage management and analysis across all business units and countries
- By migrating to SAP BW/4HANA, Salling Group has come one step closer to achieving their one system, one process, and one template core IT strategy
- The successful migration to SAP BW/4HANA ensures internal proof of the capability to run complex processes at scale



## Solutions

- SAP BW/4HANA



## Why NTT DATA Business Solutions (NDBS)?

- The previous collaboration with Salling Group underscores the value of NDBS's understanding their organization and way of working
- NDBS minimized man-hours with a well-structured, optimized approach to the BW migration
- Complexity was reduced by migrating one small logical element at a time and using skilled offshore resources – saving time and cost
- NDBS's proven commitment to adhering to budgets and deadlines.

**salling group**

**Industry:** Retail

**Products:** Grocery stores, department stores, webshops, coffee shops and restaurants

**Employees:** +53,000 (2021)

**Website:** <https://en.sallinggroup.com/>

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

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## One of the World's Largest SAP BI Systems in Retail

Salling Group is Denmark's largest retail group serving 11 million customers every week. And with grocery stores, department stores, coffee shops, restaurants, and e-commerce stores in three countries, Salling Group plays a role in millions of people's daily lives.

It requires a solid Business Intelligence system to maintain and develop a business of that size; Salling Group therefore decided to modernize and migrate their SAP system to the latest SAP S/4HANA technology, supporting the Group's digital journey towards one system, one platform, and one data truth across all business units and countries. Taking the movement one step at a time, Salling Group began the digital journey by migrating their SAP BW system to the new SAP BW/4HANA.

With one of the world's largest retail SAP BI systems came logistical challenges. A primary barrier to overcome was that the SAP BW/4HANA software was not fully convertible to Salling Group's requirements. This led to an extraordinary need for close collaboration and agility between Salling Group, the SAP team, and NDBS who had to continuously adjust the process to meet unique demands along the way.

### Nothing but Control and High Quality

It was crucial for Salling Group that the migration into SAP BW/4HANA be completed with the least possible impact on business operations. This was especially important because the last phase of the process was to be executed right before Black Friday, Christmas sales, and completion of the 2020 budget – all of which depend on a well-functioning BI system

"Changing to a completely new coding system always comes with risk. And when the deadline falls at such a crucial point in time, it is hard not to be a little tense. But I don't think the employees even noticed the changes, which is quite a remarkable achievement," said Lars Jeppesen, Senior Director, IT Development & Support, Salling Group.

NDBS not only ensured quality and expertise in the final delivery – they ensured the migration was

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well-planned and flexible, accommodating the continuous need for development and adaptation of SAP's software. At the same time, NDBS coordinated necessary in-house and overseas resources to complete the project without affecting the cooperation with Salling Group.

"It is amazing that we never experienced complications with the involvement of overseas resources. But thanks to NDBS's well-executed planning and coordination, Salling Group's experience was seamless," said Matilde Rotbøl, Senior Project Manager, Salling Group.

### Ready from Day One

Following a successful process and handover of the final migration to SAP BW/4HANA, the system has been functional from day one without any significant complications or adjustments needed.

"Besides being critical to our business operations and development, the outcome of this process is a strategically important achievement to us. Thanks to the support of NDBS, we have proven to ourselves and to top management that we are capable of carrying out processes of this magnitude which is crucial for the next step on our digitalization journey," said Lars Jeppesen, Senior Director, IT Development & Support, Salling Group.

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

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