

Armored AutoGroup, Inc., CPG Automotive Products for Car Care,  
Danbury, Connecticut

## Staying Ahead of the Game and Driving a Successful Migration with SAP

» We couldn't be more pleased with the results we've seen from our full transition to the SAP solutions we run today. «

– Joe Campisi, Vice President of Information Technology/CIO, AAG

In 2010, Armored AutoGroup, Inc. (AAG) separated from their parent company Clorox. As part of the transition, they needed to quickly replace their legacy ERP solution and implement a superior, best business practice-based solution. What made this carve-out and SAP implementation challenging was that not only was AAG implementing a new SAP ERP platform, but the company also was trying to become a standalone organization separate from their parent company and its shared services model.

Once the full complexity of the project was understood, AAG considered a number of options. The company ultimately selected

itelligence as its implementation partner since it was a one-stop-shop and included a best practice template that allowed for rapid implementation. itelligence worked with AAG to migrate its financials to SAP and began running that part of their business in SAP. After the financials group rapidly experienced numerous benefits and, knowing that itelligence could provide the necessary SAP elements to support a quick transition from the parent company to the desired self-standing operation, AAG promptly decided to migrate other business functions. In November 2011, the company embarked on the ultimate system go-live.

## Armored AutoGroup, Inc., CPG Automotive Products for Car Care, Danbury, Connecticut

Armored AutoGroup, Inc. (AAG) is a \$300 million a year company based in Danbury, Connecticut. The company is primarily comprised of the Armor All® and STP® brands. The current Armor All product line of protectants, wipes, tire and wheel care products, glass cleaners, leather care products and washes are designed to clean, shine and protect interior and exterior automobile surfaces. The STP product line of oil and fuel additives, functional fluids and automotive appearance products has a broad customer base ranging from professional racers to car enthusiasts and "Do-it-Yourselfers."



**Name:**  
Armored AutoGroup, Inc.

**Headquarters:**  
Danbury, Connecticut

**Locations:**  
Danbury, Connecticut  
Painesville, Ohio  
Pleasanton, California  
London, UK  
Australia

**Products / Services:**  
Armor All and STP fuel additives

**Industry:**  
CPG automotive products for car care

**Employees:**  
200

**Revenue:**  
\$300 million

**Web site:**  
[www.armoredautogroup.com](http://www.armoredautogroup.com)

intelligence helped AAG implement the standard SAP financial and supply chain modules including EDI, Business Intelligence (BW/BOBJ) and Advanced Planning and Optimization (APO). After a successful implementation, AAG began enhancing and optimization their business processes and SAP landscape by rolling out additional ECC functionality, including extending their use of BW/BOBJ.

In 2012, AAG and intelligence's AMS organization began the process of framing a long-term strategic partnership focused on AAG's long-term SAP Run Strategy. During that time, AAG and intelligence agreed to a "stepped down" methodology to gradually reduce the number of "run" hours AAG used each month.

In order to reach the ultimate goal of becoming self-sufficient, AAG began bringing in its own SAP personnel to support their SAP environment. and BW/BOBJ. At the time of go-live, AAG had only three support resources (SD, EDI, SEC). Since that time, they have more than doubled the amount of resources and have shown drastic improvement in their ability to support and enhancement SAP.

### The intelligence Difference

Throughout the entire implementation, AAG partnered with intelligence on the Implementation, Go-Live Support, Stabilization and now the Enhancement and Optimization phase of the SAP Application Lifecycle. AAG engaged intelligence's AMS organization to assist the developing an SAP Support model that integrated the basics of the Information Technology Infrastructure Library (ITIL) foundations, including incident, change, release, and deployment management. Significant achievements to date include:

- Full incident tracking in the intelligence ISP system
- Change control meetings established and used as a vehicle to drive change into live system
- Transport window established (once per week)
- Tightening of documentation to support audit process

This transformation was executed over two years. Through the trusted partnership, intelligence was able to efficiently and effectively guide AAG through the entire process.

"We couldn't be more pleased with the results we've seen from our full transition to the SAP solutions we run today," said Joe Campisi, Vice President of Information Technology/CIO, AAG. "Working with intelligence has been such a valuable partnership for us both then and now. And, while we aren't afraid to engage others when needed, we always look to intelligence as a guiding advisor to help navigate our SAP solution."

At AAG, intelligence has implemented SAP solutions, transitioned to support, stabilized solution operations, implemented processes to optimize the value IT provides the business, and set the foundation for the ongoing optimization of SAP solutions. Today, AAG is a full intelligence customer with software, maintenance, hosting and support. Post go-live, AAG has focused on stabilization, ultimate growth, becoming SOX compliant, and utilizing SAP for ongoing acquisitions.