VALANTIC – SUCCESS STORIES OF THE DIGITAL PRESENT

# TQG Secures Performance with SAP Cloud ERP

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# The Quality Group (TQG)

[The Quality Group (TGQ)](#) is one of the fas-test-growing providers of sports nutrition, dietary supplements, and sugar-reduced products in Europe; the company is best known for its major brands, ESN and More Nutrition. It aims to provide first-class nutrition solutions for health, pleasure, wellness, and performance, ensuring that customers' needs are met quickly through fast innovation cycles. TQG develops and produces products in Germany, which are sold both directly via social commerce and through retail partners. The supplement specialist employs approximately 1,300 people, has its headquarters in Elmshorn, Germany, and recently generated sales of around €1 billion.

# TQG Secures Performance with SAP Cloud ERP

Continuing dynamic growth and leading the business into the future: The Quality Group (TQG) has found the right business solution to continue its success story. With SAP Cloud ERP and valantic, this sports nutrition provider established a flexible system architecture as the basis for expansion and innovation.

## Challenge

TQG was seeking a future-proof ERP system that would support further growth, internationalization, and new business models, and facilitate process standardization and the orchestration of the existing IT environment with numerous best-of-breed solutions.

## Consulting Approach

valantic conducted assessments and workshops to determine the right software, worked with TQG to develop an IT roadmap, and implemented a scalable business solution based on SAP Cloud ERP and the SAP Business Technology Platform Integration Suite in approximately 15 TQG companies.

## Customer Benefits

TQG has a stable yet flexible clean-core application environment for all business needs. This environment enables growth, promotes standardization and automation, and provides transparency for quick, data-driven management decisions.

# Scalable Cloud ERP Drives TQG`s Dynamic Business

> "In SAP Cloud ERP, we have a business solution that suits us and will guide our company into the future. Process standardization eliminates the need for internal coordination, freeing up resources for more innovation. Thanks to our partner valantic, we will use this basis to secure our business success, and we are ideally positioned for further growth."

Martin Carstensen, Senior Project Manager Finance at TQG

Which ERP software will take us into the future? In view of the strong growth, with a jump in sales from €200 million to around €1 billion in just four years, this strategic decision was made for The Quality Group (TQG) to secure its long-term business success. SAP Cloud ERP (formerly SAP S/4HANA Cloud Public Edition) completely won over the sports nutrition provider. With standardized processes, consistent data, and agile architecture, the company is well-positioned for its dynamic business and further expansion. The business solution, developed in collaboration with its partner valantic, not only fully meets today`s requirements but is also scalable and innovative for tomorrow's business.

## How TQG scales its business with SAP Cloud ERP

Learn in our webinar on demand how The Quality Group, one of the leading sports nutrition providers in Europe, is using SAP Cloud ERP and composable commerce for growth.

Get the recording now! (in German)

# The Challenge: Isolated Solutions Were Slowing Performance

Founded as a direct-to-consumer start-up, The Quality Group has become a leading European multichannel provider of sports nutrition, dietary supplements, and sugar-reduced products in just a few years. The IT environment, comprising two ERP systems and numerous interfaces, as well as best-of-breed stand-alone solutions for various purposes, was reaching its limits due to increased requirements, such as the performance of central processes. TQG was looking for a unified, future-oriented ERP to secure its business success, enable further expansion and internationalization, and drive innovation. An efficient architecture should integrate and orchestrate the entire application environment. The company also places great emphasis on standardized processes and a consistent database for greater transparency, quicker decision-making, and sound business management.

# The Solution in Detail: A Stable Basis for Growth and Innovation

With valantic's help, TQG chose SAP Cloud ERP as the new digital core of its business. A composable commerce architecture and the SAP BTP Integration Suite via microservices ensure the seamless integration and orchestration of the various solutions, including warehouse management, shop systems, and payment providers. The joint project team implemented the ERP solution as part of a finance-first strategy, initially in the finance & controlling area, followed by logistics, procurement, and sales.

The processes were largely standardized and, in many cases, also automated, including the inventory valuation and the 3-way match review process in accounting. The valantic team adapted individual processes, such as intercompany agreements, system-supported purchasing, automated warehouse integration, and improved controlling, to meet specific requirements.

„Our solution at TGQ demonstrates how SAP Cloud ERP and the SAP Integration Suite can establish a flexible, composable commerce architecture that combines flexibility with stability. It supports TQG's dynamic business model, with a quick time-to-market, as well as the requirements for the availability and resilience of processes and data. We look forward to helping our customer with its successful transformation."

Guido Czampiel, Partner & Managing Director at valantic

# The Benefits for TQG at a Glance

**Clear, consistent and efficient processes**

**More room for value creation & innovation**

**Less manual work and internal coordination efforts**

**Increased customer satisfaction**

**Less effort for IT operations & support**

**Quick time-to-market**

**Secured growth**

**Scale up easily with SAP Cloud ERP**

Learn how SAP Cloud ERP can support your business growth and which 10 benefits this business solution offers you.

Download the white paper now!

# Benefits & Outlook: Use AI for Smart Automation

With this transformation project, TQG has unified and standardized its system and process landscape across all companies on a central business platform. The numerous best-of-breed solutions are seamlessly integrated with the ERP core processes, which enables agility and security. SAP Cloud ERP supports the planned national and international expansion, as well as the ability to quickly connect other solutions and partners and map new business models. Standard processes based on proven best practices create clarity and efficiency, freeing up resources for value-added tasks and innovation, as do automated processes. The consistent database creates transparency and facilitates rapid decision-making and sound business management. At the same time, IT operations and support efforts are minimized.

Following the project, TQG now wants to complete the implementation of SAP Ariba Central Invoice Management (SAP CIM) for invoice processing. At the top of the agenda is the topic of artificial intelligence. The company is currently evaluating possible application scenarios, such as AI-based automation in SAP Cloud ERP and the use of SAP Joule, as Martin Carstensen explains: „In the long term, AI can help us manage processes from demand planning to customer contact even more intelligently."

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## About valantic

valantic is one of the fastest growing digital solutions, consulting, and software companies on the market. More than 500 blue chip clients rely on valantic, including 33 of 40 DAX companies and many leading international companies as well. With more than 4,300 specialized digitalization experts and net sales of approx. EUR 650 million in 2025(e), valantic is represented in 20 international locations around the globe.

More than 2,000 digitalization projects over the past five years have shown that valantic understands the business challenges of its customers. From strategy to tangible implementation, they have the necessary expertise to accompany projects from start to finish and make them successful. In this, valantic combines technological expertise with industry knowledge and the human touch.

valantic consults companies on all challenges of digital transformation, helps them to better manage their corporate performance and leverage the potential of data and artificial intelligence. In addition, valantic supports its customers in optimally shaping the customer experience, profitably using core digitalization technologies and optimizing company processes from end to end.

## Would you like to learn more?

Further information can be found on our website at:

**www.valantic.com/en**

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