valantic
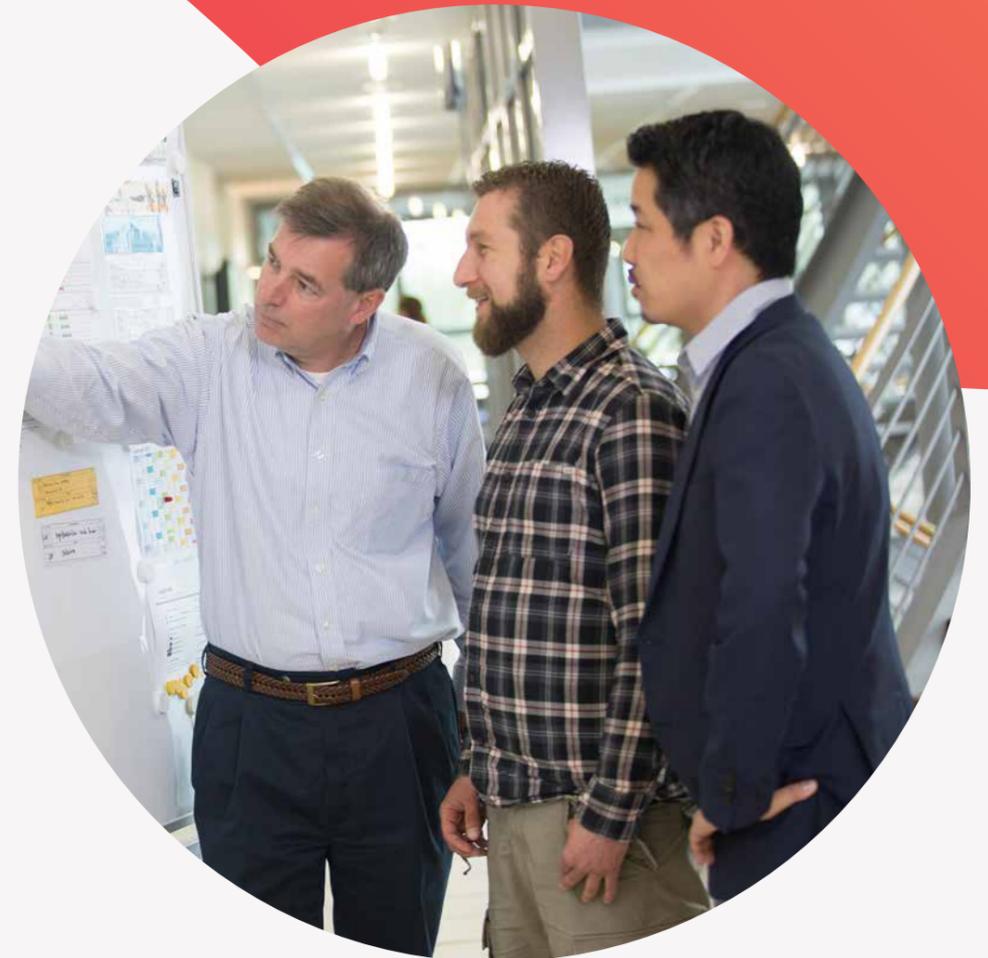
Basler lays the foundation for rapid innovation with SAP S/4HANA

BASLER
the power of sight

Basler AG: Focus on customer benefits

For Basler AG, creating the greatest possible benefit for its customers is an incentive for continuous transformation. The company, a leading international computer vision expert, is evolving from a manufacturer of industrial cameras to a solution provider with a comprehensive portfolio of hardware, software, and services for image processing. These are used in many areas, including factory automation, medicine, logistics, and robotics. Basler maintains long-term customer relationships with high-quality technology, clear added value, and reliable, trusting cooperation. For an attractive price-performance ratio, the company is constantly optimizing its production processes and supply chains. The group, founded in 1988, employs about 1,000 employees at its headquarters in Ahrensburg as well as at other sales and development sites in Europe, Asia, and North America.

valantic

An overview of the transformation project

The challenge: Greater agility for IT and business

Basler AG has been working successfully with SAP for more than 20 years. Over time, this computer vision specialist has adapted the functionality of the software to its own requirements and, in some cases, highly automated it thanks to custom developments. This produced a complex system custom-tailored to the specialist departments' special needs. However, new processes and business models could only be implemented at great expense for the IT department given the increased infrastructure. The company therefore decided to renovate the SAP environment. A greenfield migration to SAP S/4HANA was supposed to bring operational processes back to the standard, advance the digital transformation, and enable the company to become more agile and innovate faster. Basler worked with valantic and successfully completed the migration – one of the largest organizational projects to date – and it is already working on additional transformation topics.

valantic

Solutions & results in detail

Migration to SAP S/4HANA according to the greenfield approach; reimplementation of the system and redesign of the business processes

- Return of most operational processes to the SAP standard, extensive use of SAP best practices

- Laying of the technical foundation for digital transformation, for further automation, innovation, process optimization, and efficiency gains

- Reduction of the effort for system and other maintenance

- Introduction of SAP Signavio to support the test phase in the migration project and for system analysis after the go-live; further expansion for process analysis and optimization is planned

- Implementation of SAP Global Trade Services (SAP GTS) for customs clearance and conversion of the existing SAP Integrated Business Planning (SAP IBP) to SAP S/4HANA

- Introduction of SAP SuccessFactors for human resources

- International go-live as „big bang" simultaneously in Germany and at the Exton, USA, and Singapore sites

Whitepaper: The SAP S/4HANA Business Transformation

Learn more about SAP S/4HANA as an enabler for growth and digitalization and how you can plan and implement migrations successfully.

→

valantic

Basler reaches an important milestone in the digital transformation

A greenfield migration to SAP S/4HANA is a challenging project – but also the pinnacle of digital transformation. As a new implementation, it goes far beyond a technical system upgrade and addresses flows all across the company. All business processes are simplified, standardized, and automated as much as possible, so that the departments can act faster and more efficiently and better predict departments' needs in the long term.

Basler AG was one of the first companies in Germany to decide in favor of this step and the goal was clear: To ensure the company's business success and international competitiveness in the long term. A powerful and intelligent, yet slim and flexible ERP system was supposed to enable rapid innovation as a technical basis.

Change as a success factor

For the world's leading computer vision expert, continuous development is essential. Since its founding in 1988, this family-run company has focused on its customers' needs. Their benefits are the measure of all action and an incentive for permanent change: This manufacturer of industrial cameras has become a full-service provider of image processing hardware, software, and services.

valantic

However, given the way its SAP system had developed, Basler was only able to implement innovations in its portfolio and change business models at great expense. Across more than 20 years, the company had adapted the software to its own requirements and, in some cases, highly automated it thanks to custom developments. The complex process landscape was therefore custom-tailored to the needs of the specialist departments – but this was increasingly an obstacle to rapid market launches.

Accelerate innovation

Martina Quast, Head of SAP at Basler, took this as an occasion for an SAP restart. She and her team provide technical assistance to the departments with regard to their processes and had increasingly reached their limits. "With our old system, we couldn't accelerate the process any further," she says. "In order to be faster overall, we needed a new, flexible technical foundation. In the future, we wanted to be able to quickly implement our own innovations in SAP and to be able to use the innovations provided by SAP quickly." As a pioneer in the industry, Basler opted for a greenfield migration to SAP S/4HANA,

Martina Quast
Head of SAP at Basler

"valantic convinced us that we could handle a project of this size at several international locations at the same time. In addition, the team was able to map end-to-end requirements from all areas of the company from a single source."

thus initiating one of the largest organizational projects in its history.

valantic

Basler selected valantic as its consulting and implementation partner. valantic's digital consulting, solutions, and software experts won the company over with their technical and technological expertise and methodical transformation approach. In addition, they had extensive experience in integrated SAP and process consulting in medium-sized companies. "valantic convinced us that we could handle a project of this size at several international locations at the same time. In addition, the team was able to map end-to-end requirements from all areas of the company from a single source," says Martina Quast.

Structured for project success

In addition to the migration to SAP S/4HANA, the project scope included the implementation of other SAP solutions: SAP GTS for customs clearance and the SAP Signavio process intelligence tool. The latter was supposed to support testing during the migration and system analysis after the go-live. At the same time, SAP SuccessFactors was introduced for human resources and the existing SAP IBP was converted to S/4HANA.

Due to the large scale, the joint project team consisted of Martina Quast and her colleagues, as well as the people in charge and key users from all specialist departments: Finance and Controlling, Purchasing, Logistics, Production, Sales, Export, and Personnel. Among other things, valantic involved SAP S/4HANA consulting, implementation, and process experts, as well as experts in business and data analytics, supply chain excellence, and human capital management.

The team used the SAP Activate method, a standardized project procedure structured in six

valantic

phases. These range from the "Discover" preliminary project phase to productive operation ("Run"). In addition, the partners oriented themselves according to the macro processes such as procure-to-pay, order-to-cash, and make-to-deliver in order to redesign the business processes and, using SAP best practices, to reflect them to a large extent in the SAP standard. Uli Müller, Managing Director at valantic, emphasizes: "Customizing processes only where they represent real business benefits was a change for the departments. However, this is essential in the long term to achieve the desired efficiency gains."

Increase efficiency through automation

Basler and valantic completed this large-scale project under challenging conditions. The coronavirus pandemic and the resulting disrupted global supply chains placed additional burdens on day-to-day business and made implementation more difficult. The fact that the go-live was smooth, successful, and on-time is thanks to

the partners' close, trusting cooperation and the great commitment of everyone involved.

After an acclimatization phase – since the SAP S/4HANA greenfield migration caused changes in processes and organization – Basler users appreciate the new system's advantages. The company has achieved the key project goals and a milestone in its digital transformation. Arndt Bake, General Manager EMEA at Basler, is satisfied with the result: "With valantic and SAP S/4HANA, we have laid the technical foundation for future corporate development and other digitalization topics." Uli Müller adds: "A project that lasted two and a half years was a challenge for everyone involved. The cooperation with Basler has been enriching for us in every respect. We are proud to have achieved an important goal in digital transformation with such an innovative company. Now we are looking forward to the next steps on our journey together."

Arndt Bake
General Manager EMEA at Basler

"With valantic and SAP S/4HANA, we have laid the technical foundation for future corporate development and other digitalization topics."

valantic

Further efficiency gains are planned, including targeted process automation. Here Basler will use the SAP Business Technology Platform (SAP BTP) to maintain the SAP standard. SAP Signavio will also be used to continuously analyze and optimize processes. In addition, the computer vision expert plans to use the SAP Analytics Cloud for reporting that is fit for the future, and it also wants to use SAP technology to address the issue of ESG reporting (environmental, social, governance).

Uli Müller
Managing Director at valantic

"We are proud to have achieved an important goal in the digital transformation with such an innovative company. Now we are looking forward to the next steps on our journey together."

valantic

About valantic

valantic is Number 1 for digital transformation and one of the fastest growing digital consulting, solutions and software companies on the market. valantic combines technological expertise with industry knowledge and the human touch. More than 500 blue chip clients rely on valantic, including 32 of 40 DAX companies and many leading international companies as well. With more than 4,000 specialized solution consultants and developers and net sales of approx. EUR 550 million in 2023(e), valantic is represented in Germany, Austria, Switzerland, Belgium, the Netherlands, Portugal, and many additional international locations.

valantic features a unique structure, consisting of divisions, competence centers, and expert teams, which are always attuned precisely to companies' digitalization needs. From strategy to tangible realization. The company's range of services includes the areas digital strategy & analytics, customer experience, SAP services, smart industries, and financial services automation.

www.valantic.com/en

Do you want to know more?

For additional information, please visit our website at:

www.valantic.com

or give us a call!

valantic ERP Consulting GmbH

info@erp.valantic.com

+49 221 71825 0

valantic