

WELSPUN GROUP

SPINNING SUCCESS THROUGH ORGANIC GROWTH AND ACQUISITIONS

QUICK FACTS

Industries

Retail, consumer products

Revenue

US\$3 billion

Employees

20,000

Headquarters

Mumbai, India

Web Site

www.welspun.com

SAP® Solutions and Services

SAP® ERP application, SAP NetWeaver® Exchange Infrastructure component, and SAP for Retail solution portfolio including SAP Point-of-Sale application

Implementation Partner

In-house in collaboration with Arteria Technologies Private Limited

Key Challenges

- Create a single business communication framework for enhanced information sharing
- Communicate with different systems, environments, and operating systems
- Eliminate human errors in data handling
- Provide real-time data for decision making
- Integrate the acquired companies with the preexisting platform
- Support the rapid growth of the company

Implementation Best Practices

- Extensive support from more than 30 IT and business key users along with Arteria Technologies Private Limited, the implementation partner
- Easy rollout to business partners, with future rollouts to new business partners in 3-4 days
- Gap analysis to understand the uniqueness of implementation for each location

Financial and Strategic Benefits

- Built an integrated platform to interact with business partners
- Automated and standardized operational processes
- Improved business compliance with legal and regulatory requirements for different customers
- Increased customer confidence with high quality of deliverables and business continuity
- Allocated resources and minimized IT administrative and maintenance costs more effectively, allowing personnel to work on high-end tasks
- Enhanced business and market competitiveness with data transparency

Why SAP Was Selected

- Strong support in favor of SAP from 300+ reference customers on the proposed solution
- Single software platform for business-to-business requirements
- High respect for SAP as a proven solution for software requirements
- Better flexibility for business expansion
- Standard interface to other systems

Low Total Cost of Ownership

- 3-month implementation using ASAP Focus methodology
- Low maintenance cost for single platform
- Elimination of IT support charges for acquired companies

Welspun Group, one of the fastest growing Indian conglomerates, represents an amalgamation of expertise and engineering excellence in premier pipe and home textiles. Welspun India Ltd., the flagship company of the group and manufacturer of home textiles for U.S. retailers, required a standard way of communication. To support fast-paced internal growth, integrate smoothly with acquired companies, and achieve a standard communication platform, Welspun India chose SAP® software.

**Operational Benefits**

Key Performance Indicator	Impact
Cost for business transaction	-90%
Year-on-year growth rate	+30% to 50%
Order delivery efficiency	+300%
Reduced inventory	-20% to 30%

“It became evident that SAP has a highly flexible, robust, and a full-featured solution that addresses much more complex supply chains.”

Abhay Karhade, CIO, Welspun Group

www.sap.com/contactsap

Support for Extensive Growth

Welspun Group is one of the largest home textile companies in the world, with manufacturing units across the globe. Serving many of the world's largest retailers, such as Wal-Mart, Bell, Bon-Ton, Fortunoff, Dillard's, Linens 'n Things, NEXCOM, Bloomingdales, Amazon.com, and BJ's Wholesale Club, Welspun Group has undergone tremendous growth in recent years. This growth also can be attributed in part to its chain of acquisitions, including Sorema of Portugal, a leading producer of bath rugs and shower curtains around the world, and Christy Holdings Ltd., a leading UK-based towel brand.

Welspun India Ltd., the flagship company of the group, realized that to reduce the complexities associated with internal growth, as well as to integrate its acquired companies, it needed a robust platform, scalable to handle the company's expected aggressive growth. The company chose to implement all the basic functionality of the SAP® ERP application. Subsequently, Welspun India implemented the SAP NetWeaver® Exchange Infrastructure (SAP NetWeaver XI) component and the SAP for Retail solution portfolio including the SAP Point-of-Sale (SAP POS) application. All these applications transformed the software landscape of Welspun to provide users with easier business transactions and to reduce the complexities associated with growth.

Rolling Out Worldwide

Welspun India carried out the implementation with a core in-house team of 90 people with 45 SAP consultants. The Seeburger EDI adapter, which is an extension to SAP NetWeaver XI, was implemented by Arteria Technologies Private Limited. The initial phase of implementation was completed in just three months. The team also created a global template for worldwide rollout of SAP software across all its manufacturing units. Welspun Group has SAP software running at two of its warehouses. Prior to implementation, the team also performed gap analysis to identify the unique business requirements at different locations and then customized the software to suit these requirements.

Spinning Benefits

The SAP ERP application has improved the transparency and quality of business processes for Welspun India, which has in turn facilitated its expansion plans. Standardized processes and real-time information have led to enhanced decision-making capabilities. Automated business processes have led to elimination of data inaccuracies created from manual handling of data. This has resulted in a year-on-year growth rate of 30% to 50% for the company. Today, it uses integrated processes and leading-edge technology to manage 150 to 200 deliveries a month from its warehouses. Prior to implementing SAP software, it was only able to manage 50 to 60 deliveries – so

this is a commendable increase of 300%. The challenge of dealing with disparate data from acquired companies has been met through the adoption of a common platform of SAP NetWeaver XI. The Seeburger EDI adapter supports communication and mapping from a predefined platform. This has enabled close integration with trading partners and customers. The PO processing efficiencies have increased significantly, and inventory levels have fallen.

The Way Ahead

Welspun Group has always been an early adopter of SAP solutions. It was the first customer to use SAP POS and SAP NetWeaver XI integration (with the Seeburger EDI adapter) in the Asia-Pacific region. And there is a long way to go, especially in the retail sector, where it plans to implement the SAP Customer Relationship Management application. Meanwhile, Welspun Group can continue to expand its business with the confidence that its robust SAP software platform will be able to sustain its tremendous growth potential.

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