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HeidelbergCement: Integrating Distribution with Arteria Portal Solutions and SAP® ERP

When it comes to building a solid foundation for growth in India, HeidelbergCement India does its part by delivering more than 4 million tons of cement per year. Working with Arteria's Partner Portal solutions, the company can provide direct access to data in the SAP® ERP application. That helps HeidelbergCement and its 70 warehouses quickly and reliably manage orders, reimburse discounts, and deliver cement on time to happy customers. As Anil Sharma, chief financial officer for HeidelbergCement India, notes, "Expertise from SAP and Arteria helped us facilitate process improvements and enhance reach to our customers."

Arteria and SAP team up for a best-in-class solution Integrated ordering and delivery for cement manufacturing

Objectives

- Provide distribution depots with a robust, simple solution for remote-order and supply management
- Minimize business and legal risks associated with data quality and reliability
- Give sales management a platform to improve forecasting and increase sales
- Provide the flexibility to support customers from any warehouse
- Support goods receipt, goods issue, real-time inventory tracking, and delivery at remote depots with transparency and accountability across every transaction

Why SAP

- Longtime user of SAP software and services
- Enterprise resource planning technology that is the old standard for businesses across India
- Deep industry-specific experience and know-how

Why Arteria

- Strong references as a partner and trusted advisor from customers in the cement industry segment
- Partner Portal solutions that are fully integrated with the SAP® ERP application

Benefits

- Four months to implement at 70 distribution warehouses
- Increase in revenue, thanks to visibility into daily sales totals that helps actively manage sites
- Fewer stock outages and more-accurate inventory management, thanks to real-time stock information at all depots
- Improvement in customer satisfaction now that payments are posted in the customer ledger in real time
- Huge time savings for sales and finance, thanks to process automation
- Higher sales handled without increasing staff



Company

HeidelbergCement India Limited, a subsidiary of HeidelbergCement Group

Headquarters

Gurgaon, India

Industry

Mill products – building materials

Products and Services

Cement manufacturing

Capacity

5.4 million tons per year

Employees

1,500

Revenue

€250 million

Web Site

www.mycemco.com

Partner

Arteria Technologies
<http://arteriatech.info>

"We needed a simple and integrated order management and delivery solution for our partner warehouses so we could reliably track and deliver inventory to thousands of customers. We turned to SAP and Arteria as seasoned industry and technology experts, and they successfully delivered the solution in only four months."

Balwinder Singh, VP of Information Technology, HeidelbergCement India Limited

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