precisely

Case Study:

Groupe L'OCCITANE cuts SAP® data processing time by 4x by replacing LSMW with Automate Studio

Introduction

Groupe L'OCCITANE is a world-renowned retailer of natural and organic cosmetics, founded in Provence, France. Operating in a booming market, the company experienced significant growth in recent years, and decided to move to SAP to manage growth and support their business-line processes.

"In France, we have nearly 900 employees who use SAP ERP every day to create and change business-line data," said Grégory Russo, SAP Solution Manager, responsible for implementing, maintaining and providing technical support for ERP internally. End users have to manage master data for 300,000 products in SAP, and while it's vital for business operations, the system is often too complex and time-consuming for mass datamanagement.

Before they implemented Automate Studio, Groupe L'OCCITANE's business users had two options for interacting with SAP: they had to use standard ERP functionality, which involved labor intensive and error-prone manual work, or they had to use LSMW which meant relying on the IT department for any changes. They needed to streamline this process, and empower business users to manage their own data in SAP.

"To improve our team's performance and productivity, we started looking for a tool that would give our users as much independence as possible, while ensuring full compliance with our SAP management rules," said Russo. "After researching tools in the market, we chose Automate Studio, as a simple, effective and accessible solution for line of business users." These benefits were key for the Master Data Division.

A reliable, low-maintenance solution

Following a feasibility study , Groupe L'OCCITANE was able to validate the usability and reliability of Automate Studio as a faster, easier alternative to LSMW. "Another benefit of the tool is the fact that it requires no additional maintenance," said Russo. "It's ease of use means the business can create and update scripts on their own, reducing the strain on IT resources."

Groupe L'OCCITANE's master data users quickly learned how to use the tool, and trained users in the competency centers. Master data users are now able to create 50 contacts in their customer master records on their own in four minutes, compared to the hour it would have previously taken.

Industry
Cosmetics

Challenges

- Process automation
- Improve data quality
- Increase productivity and
- independence of business users
- Reduce maintenance

Solutions
Automate Studio

Results

- Reduced the need for temporary staff requirements
- Lowered maintenance costs
- Eliminated manual processes and reduced errors through automation
- Increased productivity

"Automate Studio empowered our users to manage their data en masse, while complying with SAP business rules."

— Grégory Russo, SAP Solution Manager, Groupe L'OCCITANE

Groupe L'OCCITANE was able to eliminate manual data entry by automating their processes with Automate Studio, improving data quality and accuracy. They also were able to vastly improve productivity, and significantly reduced the need for temporary employees and maintenance costs. "Today we can update 340 lines with 3 specific fields in 30 minutes, whereas it used to take more than 3 hours to do manually," said Russo.

"To get the same result, we would have had to create an LSMW script in SAP, which would have taken resources from our competency center who were already engaged in other projects, so this is a big win for us."automate syndication of the product information to dealers, partners, and customers.

Future deployments

Encouraged by their quick results, Groupe L'OCCITANE has started to plan future development projects with Automate Studio. The pipeline of activities include the international roll-out of Automate Studio, including implementing the Query module to enable real-time, ad-hoc reports using SAP data.

"It's ease of use means we can create and update scripts without involving IT, reducing the strain on IT resources."

— Grégory Russo, SAP Solution Manager, Groupe L'OCCITANE