



# How Can a Digital Transformation Help Drive Innovation, Agility, and Better Customer Service?

Continuing a 70-year tradition of **quality, credibility, innovation, and customer respect**

As a family business founded in 1952, Elgin S/A is dedicated to serving its customers by offering over 4,000 commercial and residential products in areas such as climate control, telephony, sewing, computing, lighting, refrigeration, automation, solar energy, and security. The company wanted to digitally transform, automate, and **simplify its sales and operations planning processes** to deliver a greater customer experience. Elgin also looked to improve its strategic competitiveness by building a data-driven culture that would enable its executives to make effective business decisions based on real-time, accurate data.



THE BEST RUN



# Delivering a Higher Level of Excellence in Sales and Operations with SAP® Analytics Cloud



## Before: Challenges and Opportunities

- Limited capacity to achieve strategic growth due to manual spreadsheet-based sales and planning processes and outdated data that was focused more on volume of goods than on inventory
- Complex reporting processes for manual data extraction from various sources, requiring an average of fifteen 30-person days per month per business unit
- Need for agile and better-quality decision-making to help formulate future sales projections and visions

## Why SAP and Numen IT

- Agility of the SAP® Analytics Cloud solution and its ability to integrate with the company's SAP and third-party systems for sales orders, foreign trade, and sales and production planning
- Proof-of-concept for unifying Elgin's sales and planning processes across its diverse business units
- Expertise and implementation support from partner Numen IT

## After: Value-Driven Results

- Simplified, more strategic processes for better sales and operations planning, with simulations and optimizations that project the impact of decisions on the company's sales and supply chain
- Real-time access to planning data for executives, thanks to the elimination of lengthy report processes
- Real-time budgeting, versus actual inventory and material in transit, which allows for better planning and the ability to respond proactively to meet sales targets and avoid supply disruptions
- Formalization of a sales plan with a single sales target that is agreed upon and supported by the entire organization

“With SAP Analytics Cloud, we are making proactive and real-time data-driven decisions in our sales and operations planning, allowing us to become a **more strategic and competitive organization.**”

Ana Paula Corazzini, CIO, Elgin S/A

100%

Automation of the process of inputting and extracting data from databases to the cloud

Zero

Errors in automated sales and operations planning preparation

Featured Partner



Elgin S/A  
Sao Paulo, Brazil  
[www.elgin.com.br](http://www.elgin.com.br)  
(Portuguese)

Industry  
Industrial and machinery components

Products and Services  
Electrical and electronics manufacturing

Employees  
1,000

Revenue  
US\$350 million

Featured Solution  
SAP Analytics Cloud

THE BEST RUN



## Enabling **Greater Business Value** Through **Accurate, Data-Driven Decision-Making**

In working with partner Numen IT to implement the SAP® Analytics Cloud solution, the planning team within Elgin S/A now has a more strategic role and is empowered to make substantial improvements in the company. The transformation of the team's tactical knowledge into formalized intelligence within a strategic planning model is providing the company with a competitive advantage.

Elgin now has much more robust planning capabilities that take into consideration complex business rules and logistical capacity constraints. As a result, the company can offer a higher level of customer service while reducing operating costs. For instance, with data-driven intelligence, Elgin can more competently address specific business requirements for seasonality, trends, and demand-sensitivity analysis. Elgin can also better understand the impact of foreign-currency conversions on sales projections. To gain greater business intelligence enterprise-wide, the company plans to extend the use of these SAP solutions to other functions, such as finance, and to other business units within the organization.

“By adopting an agile mindset, we now have a customized planning solution that enables **more accurate sales and operations decisions** based on actual projected outcomes within various areas of our business.”

Ana Paula Corazzini, CIO, Elgin S/A

**100%**

Reliability of consolidated, real-time data

**Zero**

Dependency on IT for reporting and modeling

