



DEVI POLYMERS

BUILDING FOUNDATIONS FOR MARKET LEADERSHIP

QUICK FACTS

Industry

Chemicals – rubber and plastic components

Revenue

US\$64 million

Employees

Nearly 300

Headquarters

Chennai, India

Web Site

www.devipolymers.com

SAP® Solutions and Services

Integrating finance, production, and corporate planning with an SAP® Business All-in-One solution

Implementation Partner

TVS Infotech Ltd.

Key Challenges

- Provide integrated support for all financial and production processes
- Bring parent company and subsidiaries under a single software solution
- Minimize inventories of materials with short shelf lives
- Implement corporate performance metrics and means for measuring them
- Improve product quality

Implementation Best Practices

- Analyzed processes for 1.5 months before starting implementation
- Gathered information from experts in each functional area
- Systematically supported each production stage
- Avoided customization
- Employed TVS's Smart Start methodology to accelerate deployment

Financial and Strategic Benefits

- Sped up payments to vendors
- Improved corporate planning ability
- Increased inventory accuracy
- Improved communications among project managers
- Established metrics for measuring and comparing plant performance
- Set stage for further improvements in product quality, customer communications and logistics, and management decision making

Why SAP Was Selected

- Stability and adherence to standards
- Support for all financial, production, and planning processes
- Integration of all functionality around a single database
- Systematic process planning support
- Market leadership
- Partnership with TVS Infotech Ltd., an integrator with a strong industrial background

Low Total Cost of Ownership

- Completed implementation on schedule and within budget
- Retired legacy financials software
- Used on-demand support model to reduce costs
- Used train-the-trainer model to minimize ongoing training expenses
- Reduced system response time by 20%, boosting productivity
- Cut system downtime by 20%

Devi Polymers Private Limited (Devi), a rapidly growing supplier of molding compounds, had poorly integrated software for financials and none at all in manufacturing or its subsidiary business units. Devi integrated its departments and subsidiaries with an SAP® Business All-in-One solution. With a single, centralized information source, Devi has introduced big efficiency improvements that are helping the company continue market leadership.

Operational Benefits

Key Performance Indicator	Impact
Customer satisfaction	+15%
Finished goods rejected by quality control	-20%
Inventory costs	-30%
Overall operating costs	-5%



“Why did we choose SAP? In a nutshell, because we are the leading company in our field and we wanted to feel confident of continuing to be the leader.”

Dr. K. Sudhakar, Project Coordinator, Devi Polymers Private Limited

www.sap.com/contactsap

Fast-growing Devi Polymers Private Limited (Devi) is India's leading supplier of many molding compounds and components for the automotive, electrical, and other markets. Devi also designs and manufactures its own industrial and engineering products both for India and for export.

Inadequate Software Threatens Growth

Until recently Devi had no business software supporting its production operations. Efficiency suffered as a result, and inventory costs were excessive, especially since many of the firm's products have a short shelf life. To boost product quality, manufacturing productivity, and customer satisfaction, Devi wanted to measure its plants' performance but found this impossible without the right software.

In finance Devi had software in place, but it was poorly integrated, hurting the company's ability to make timely payments to vendors. Financial planning was difficult, especially since the software could not be extended to the firm's subsidiary business units, whose operations were entirely manual. Assessing these business units' contributions to the overall company was a Herculean undertaking.

Choosing SAP® Software for Long-Term Stability

Devi realized these challenges had to be addressed if it hoped to continue its rapid expansion. Therefore, the company resolved to implement new software with strong, integrated support for pro-

duction, financials, and overall planning of the business, including the subsidiaries.

One alternative considered was a regional vendor that proposed a highly customized solution, but then Devi realized how much better and safer the future would be with SAP® software. “Standard solutions are much easier to support,” begins Dr. K. Sudhakar, project coordinator for Devi. “SAP Business All-in-One solutions have been finely honed through the experiences of thousands of customers, and the best practices for using them are well known. Besides, with SAP's stability and market presence, we know our vendor will be there for us for the long haul.”

Another reason Devi chose SAP was the availability of an ideal implementation partner, TVS Infotech Ltd., right in its home city of Chennai. TVS Infotech specializes in the industrial market and has developed its own SAP software implementation methodology called Smart Start. Using its methods, the integrator completed the implementation on schedule and within budget. TVS Infotech is now providing support using an on-demand model to save on total cost of ownership, charging for services only when requested by Devi.

Getting All of Devi on the Same Page

With SAP software, Devi has unified the company under a single solution using a single database. All production steps are integrated, from planning and raw materials receipt to final shipment and invoicing. Accounting is simplified, helping the firm issue payments on time and keep vendor satisfaction high. Customer satisfaction is up as well due to on-time shipments and

quality improvements that are demonstrated by a reduced reject rate in quality control. With crisper production processes and better planning tools, finished goods spend less time in inventory. This saves substantial costs, especially in the case of short-shelf-life items.

With SAP software, Devi can now monitor and measure the performance of its plants and the contributions of its subsidiaries and quickly deliver results to management. Information such as this is allowing the firm to make the right decisions at the right time to continue its industry leadership.

Implementation Partner

TVS Infotech, a member of the US\$5 billion TVS Group, is a global IT services company serving small and midsize enterprises. The firm specializes in SAP software implementation, upgrades, enhancements, support, and maintenance.



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