proaxia

value delivered as promised

Transformation – on the path to sustainable success

SAP S/4HANA and proaxia VSS

BEUTLHAUSER

SAP Gold Partner

The Beutlhauser Group is a market-leading trading and service company with annual revenue of over €550 million, operating in the sale, rental, and service of high-quality products as well as digital solutions. Its main suppliers include the premium manufacturers Liebherr construction machinery, Linde industrial trucks, and Mercedes-Benz Unimog. The decisive added value for customers is created by around 1,500 employees at 27 locations—personal, competent, fast, and solution-oriented. Exactly what neither artificial intelligence nor algorithms can provide.

Digital transformation holistically conceived

Anyone who wants to digitally transform their company must eliminate cultural and structural imbalances. This means clearing out clutter, tidying up, and creating order and structure in the analog world first. Only then can standard processes be automated and people relieved of routine tasks. Technology takes care of what is predictable, so employees have more time for what creates value. If this basic logic is not fully understood, attempts at AI and digitalization will fail.

> «At its core, digitalization is about reintroducing the mature, self-responsible individual into the company.»
>
> **Oliver Sowa, CEO**

Processes at Beutlhauser are complex because the company operates in various business units and divisions. In the past, these processes largely ran in isolation from one another and were only insufficiently connected. Work was carried out in parallel across different systems. Numerous interfaces often slowed operations down, and the same data had to be entered multiple times. In 2017, the decision was made to harmonize and standardize all processes across the company and map them in a new ERP system.

Challenges

- **25 locations (as of 2018) with historically evolved business processes and numerous interfaces**
- Strongly growing business
- **Complex process landscape** with system discontinuities across processes
- Extensive data that must be available throughout the entire life cycle of a machine
- Increasing connectivity with manufacturers and partners

Project Goals

- Comprehensive reorganization with a clear focus on what matters most
- **Modernization of the IT system landscape**
- Establishment of a future-proof IT architecture
- **Consistent process automation and transparent end-to-end workflows**
- Full transparency of all revenues and costs across the entire product life cycle of a machine (total cost of ownership)
- **Foundation for the introduction of asset and fleet management,** including data-driven connectivity within manufacturer and dealer networks

The Solution

Within six months, with the involvement of more than 80 project participants from various business units, a requirements specification of over 350 pages was created to document the harmonized and standardized processes.

On this basis, SAP S/4HANA with proaxia VSS was selected as the digital core. proaxia and FIS acted as implementation partners. They supported the project from selecting the required modules and add-ons from the SAP solution portfolio, through process design, all the way to the implementation of the complete solution.

The solution covers both classic ERP areas such as finance, controlling, sales, and materials management, as well as innovative industry and cloud solutions.

- **SAP S/4HANA** covers all ERP processes such as logistics, finance, and controlling.
- **SAP Vehicle Management System (VMS)**, as part of the SAP S/4HANA Automotive solution, serves as the cockpit or “process engine” for orchestrating machine-centric processes including procurement, sales, retrofitting, returns processing, trade-ins, and service execution for machines.
- **Beutlhauser Sales Workplace (VAP)**, developed on a project-specific basis using SAP Fiori, covers industry-specific requirements for the sales of fleets with complex, configurable products in the context of sales, long-term rental, and financing.
- **proaxia Vehicle Sales and Service (VSS)** maps all processes in service operations and spare parts sales.
- **SAP Warranty (WTY)** supports warranty management.
- **SAP Field Service Management (FSM)** and **SAP Workforce Management (WFM)** support technician scheduling as well as the reporting of time and material consumption by technicians.
- **proaxia VSS Rental** maps processes related to short-term rental of machines and construction equipment, including rental contract management and rental fleet management.

Mastering complexity at all levels

Beutlhauser offers its customers both analog and digital solutions across many areas of the process chain. Accordingly, its portfolio is highly diverse.

The challenges of the business model at a glance

- **Interlinked business processes:** machine trading (including used machines), rental business, mobile service, workshop service, and spare parts operations must work seamlessly together.
- **Heterogeneous portfolio:** ranging from mass-produced goods to configurable products with associated services and offerings such as legally required inspections or training.
- **Comprehensive service offering:** mobile service, workshop service, and the complete spare parts business.
- **Complex master data structures:** capable of automatically providing the required data for different business processes and supporting integration with manufacturer platforms via various internal or external configurators (Liebherr construction machinery, Linde industrial trucks, Mercedes-Benz Unimog).

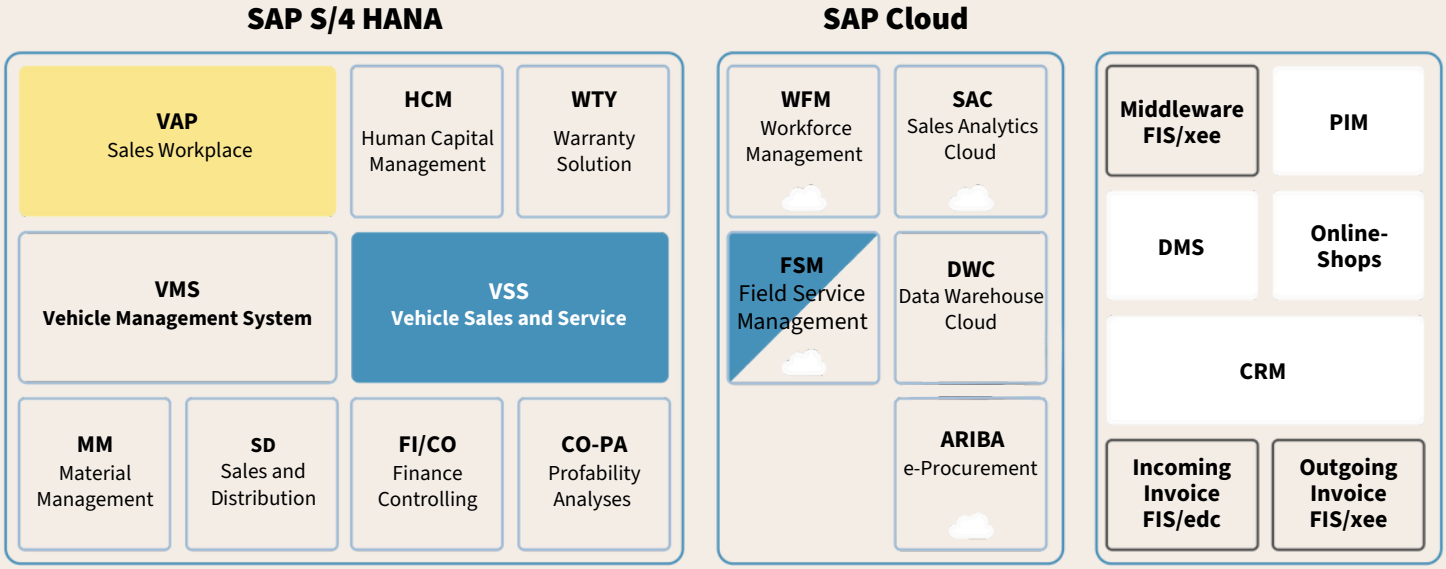
Integration and automation of processes

Across all three business areas—sales, rental, and service — subprocesses are triggered in other business units and the relevant data is exchanged accordingly. For example, master data created during the sales process flows into rental operations (e.g. rental search) as well as into service and repair processing. Service and maintenance contracts are also created there and subsequently used in service operations.

To evaluate the costs and revenues of individual machines, data is processed across the entire life cycle of an asset: from sales, from various financing models such as sale and leaseback, from different rental and service contracts such as full service agreements, as well as from maintenance and repairs. Service technicians have access to configuration data, contract terms, and completed service work.

Mapping of flexibly combinable, customer-specific services

The “one-stop shop” principle is the key foundation for being able to provide customers with fast solutions along the entire process chain. This must also be reflected in contract design.
The composition of services, the type of provision (purchase or rental), and the form of financing are flexibly tailored to the individual customer’s needs. A customer may purchase part of the machines, rent others for a limited period, enter into suitable service and repair contracts, and make use of different financing models at the same time. All of this is presented and billed in a customer-centric manner within the contracts. To achieve this, various processes interlock with one another like the gears of a clock.



IT landscape of the Beutlhauser Group

BH Project Solution | SAP-Solution | proaxia-Solution | FIS -Solution

Establishment of a comprehensive and consistent master data architecture

To achieve an optimal level of automation and efficiency, the master data architecture and data structures were designed so that data is captured only once and then automatically made available to all subprocesses. Given the diversity of products, finding a consistent way to represent processing within the system was a challenge.

Over the course of its product life cycle, a single machine accumulates a large amount of data: configuration, pricing, financing, rental, leasing, fleet management, repair and service, warranty processing, asset management, spare parts logistics, service contracts, statutory inspections, and customer contract–specific billing. In order to determine the costs and revenues of a machine at any point in time, this data must be centrally captured and managed.

Seamless integration of all service processes with proaxia Vehicle Sales and Service

Beutlhauser employs more than 350 mobile service technicians who provide services such as repairs, maintenance, spare parts supply, and additional service offerings for their customers.

All processes related to service operations, workshops, and spare parts logistics are implemented with proaxia VSS. The integrated dealer management system based on SAP S/4HANA creates **digitized and automated end-to-end processes** and enables a high level of **utilization and efficiency.**

Thanks to its open architecture, proaxia VSS supports the increasing integration with **OEM systems.**

Success factors for a comprehensive transformation

- Professional project organization and a highly committed project team
- High level of technical and functional expertise of the proaxia and FIS consultants
- Strong collaboration between business departments and the migration team
- Close and continuous involvement of key users
- Consistent change management
- Strong backing from executive management

Benefits for the business

- Support for **customer-oriented, combined solution offerings** (sales, rental, and service) within a unified frontend
- Shortened **order-to-cash process** through full integration of the field sales organization
- **Reduced financing costs** in a dynamic market environment
- **Increased fleet utilization** through group-wide rental fleet management
- Easy **integration of partners within the network** (manufacturers, other dealers, and key accounts)
- **Transparency of costs and revenues** across the entire machine life cycle (total cost of ownership)
- Improved **efficiency and utilization**
- **Easy integration** in the event of company acquisitions