

A Very Modern And Trusted Solution



From a consolidated enterprise data warehouse to the modern email cloud - the Styrolution Group harmonizes its IT landscape to focus on security, stability and service.

Case Study

Employees at global companies need to access up-to-date, consolidated information from a single database at any time and from any location.

For this reason, the Styrolution Group decided to implement an enterprise data warehouse to create a consistent analysis and reporting platform based on a central data source, which can be accessed locally and from anywhere in the world.

More specifically, Styrolution wanted to maintain the user environment that is familiar to its employees. This was the objective when homogenizing and modernizing the company's entire IT infrastructure and intranet.

Initial Situation

Styrolution, founded in 2011 as a joint venture between BASF and INEOS with headquarters in Frankfurt am Main, Germany, is the leading provider of styrenics in the world. In order to establish itself as an operationally and financially independent entity, it was necessary for Styrolution to rapidly develop its own contemporary IT infrastructure. It was also necessary to implement a flexible Microsoft cloud solution in order to replace the existing systems (e.g. Lotus Notes) for dealing with email traffic.

However, one of the company's priorities was to rapidly implement a consistent, company-wide analysis and reporting platform based on a single, highly secure and up-to-date data source.

Regardless of where in the world they are located and which of the five functional areas they work in, Styrolution employees in the Production, Procurement, Supply Chain, Controlling and Sales area around the world require instant access to information that is completely up-to-date from the centrally maintained database.

Styrolution was also looking for appropriate analysis tools for determining customer and product profitability. The key question was "How cost-effective is the company's entire value creation chain?".

Three Work Packages for Harmonization and Modernization

Three specific work packages for Avanade were initiated: 1. an enterprise data warehouse (EDWH), 2. the infrastructure (back-end, front-end, email) and 3. a pioneering intranet site & collaboration environment.

The decision to engage Avanade for the additional work packages after the initial EDWH project was based on the technical expertise of the IT service provider, which specializes in the Microsoft platform. The positive delivery results from the first work package also played their part in this decision. The core project team at Styrolution included 10 colleagues, and during peak times 20 employees from Avanade were actively involved. Along with the basic implementation of Windows 7 and Microsoft Office 2010, the following solutions were also put in place:

Styrolution

Styrolution is the leading, global styrenics supplier with a focus on styrene monomer, polystyrene, ABS Standard and styrenic specialties. With world-class production facilities and more than 80 years of experience, Styrolution helps its customers succeed by offering the best possible solution, designed to give them a competitive edge in their markets. The company provides styrenic applications for many everyday products across a broad range of industries, including automotive, electrical and electronics, household appliances, building and construction, healthcare and diagnostics, toys/sports/leisure, and packaging. In 2012, sales were at 6 billion euros, resulting in an EBITDA before special items of 335 million euros. Styrolution employs approximately 3,200 people and operates 17 production sites in ten countries.

- SQL Server 2012 Fast Track for the EDWH work package
- SharePoint 2010 for the intranet & collaboration work package
- Exchange365 and Lync for the infrastructure and email work package

The SQL Server 2012 Fast Track application was deliberately chosen for the EDWH work package to allow future enhancements. During the implementation phase, Avanade introduced tried-and-tested assets which allowed parts of the data model to be created automatically

Case Study

using metadata. The time saved through automation was used for the complex testing phase.

SharePoint 2010 was already being used in connection with the Enterprise Data Warehouse, so it made sense to build on this and set out a clear IT strategy that involved developing the entire setup as the Styrolution collaboration platform and establishing the new intranet site using this technology.

Styrolution eventually chose a Microsoft cloud solution for its future email system to ensure that administrative tasks could be completed effectively to allow the company's service professionals to focus completely on their own core business activities.

Results and Outlook

It took just nine months from the idea's conception to its launch: By December 2012, Styrolution employees worldwide were already able to access their user-friendly Enterprise Data Warehouse solution (it went live on January 1, 2013). A key user concept (train-the-trainer model) was used to ensure that knowledge about the solution could be shared. Avanade was also able to make maximum use of its own global setup: For example, Avanade colleagues in Korea were able to oversee the roll-out at the Styrolution office in South Korea, while Avanade employees in the USA did the

same. The linguistic diversity across the European sites was tackled with the help of Belgian Avanade employees.

Critical business information can now be retrieved at any time via the self-service function from the SAP-ERP database, which is continuously updated. Excel is used as the preferred and familiar front-end for further processing. The data can also be prepared in graphs where necessary.

The new intranet site was launched globally in May 2013 after the project had been running just six months, and was delivered in line with all of the agreed time and cost targets. Following the complete migration of all existing email user accounts, all of the new workstations and email solutions that have been introduced gradually since May 2012 were ready for use from December 2013. The new mail system is now a replacement of older versions as well as legacy Lotus Notes instances. For employees using the Microsoft Exchange365 solution primarily it means more space in their inboxes and a more user-friendly solution. The documents and training materials for this "out of the cloud" mail service were provided by Avanade in nine languages. Due to the positive results of the cooperation and satisfaction with the solution further joint projects are being discussed for 2014.

"Avanade has demonstrated capabilities in many different areas and has become a true trusted advisor."

Tony Maddock,
VP IT

"The Avanade Infrastructure team has done a great job in transferring Styrolution to Windows 7 and establishing the Exchange365 and Lync Cloud solution."

Randy Moore,
Global Infrastructure Lead

"The data warehouse solution went live as planned and runs as the single internal reporting solution for all Styrolution business units."

Dr Harald Kuppelmaier,
Global Project Lead

"Being able to play our global card was particularly helpful during the roll-out phase, as it meant the different Styrolution subsidiaries in various countries could be supported on site by Avanade employees from the corresponding local subsidiaries in local language. This really simplified matters when the new solution was introduced and also helped to ensure acceptance of the new setup."

Dr. Robert Laube, Delivery
Lead & Account Executive,
Avanade



About Avanade

Avanade provides business, technology and managed services based on Microsoft technologies that unite knowledge, innovation and expertise to support customers in achieving their objectives. Services and solutions from Avanade help companies from a wide range of sectors to work more effectively and to increase their productivity. For further information visit: www.avanade.de.

©2013 Avanade Inc. All rights reserved. The Avanade name and Avanade logo are registered trademarks in the USA and other countries. Other trade names and product names are trademarks of their respective owners.

America

Seattle
Tel. +1 206 239 5600
America@avanade.com

Asia-Pacific

Singapore
Tel. +65 6592 2133
AsiaPac@avanade.com

Europe

London
Tel. +44 20 7025 1000
Europe@avanade.com

Germany

Kronberg im Taunus
Tel. +49 6173 9463 800
Germany@avanade.com

Switzerland

Zürich
Tel. +41 43 430 43 43
Switzerland@avanade.com