



Monthly Sales Planning. Worldwide Efficiency.

When it switched from an annual to a monthly sales planning cycle, Atotech Deutschland GmbH turned to the inubit BPM-Suite to help it run its operations more efficiently. Using the inubit BPM-Suite, Atotech has been able to define responsibilities clearly, reduce idle times and increase the proportion of automated activities, while the up-to-date documentation enables it to react promptly to delays and problems.



About Atotech Deutschland GmbH

Atotech is one of the world's leading suppliers of integrated production systems, chemistry, equipment, know-how and service for decorative and functional electroplating, semiconductor and printed circuit board manufacturing.

Next to the core business units GMF (General Metal Finishing) and Electronics (Printed Circuit Board Production), additional business units such as Electronics Materials and Wafer play an increasingly important role for the future growth of Atotech and its customers. Headquartered in Berlin, with locations in all important industrial regions of the world, Asia, the U.S. and Europe, Atotech is a truly international company employing over 3,300 people in more than 40 countries.

Requirements

Atotech switched its extended sales planning for its 24 production sites around the world from an annual cycle to a monthly rolling cycle. The associated additional workload made efficient planning processes absolutely essential:

- ▶ Clear definition of procedures and responsibilities, communication of measures to all involved persons
- ▶ Increased proportion of automated and high-performing processes in order to cut idle and wait times in the overall process and enable timely provision of planning results

Approach

The inubit BPM-Suite fulfills both the operational and technical requirements:

- ▶ Extensive functionality for the documentation of ACTUAL and TARGET processes
- ▶ Connection of the existing SAP landscape in order to integrate applications such as SAP NetWeaver with the SAP BI Integrated Planning and SAP Web Application Designer (WAD) components
- ▶ Use of the inubit BPM-Suite for process control and documentation

Results Achieved

Using the inubit BPM-Suite enabled Atotech to streamline and automate its sales planning processes and ensure that documentation is always up-to-date:

- ▶ Up-to-date sales planning information enables Atotech to quickly identify market developments and take advantage of competitive advantages.
- ▶ The recording and documentation of activity-related status information enables fast responses to problems and delays as well as continuous oversight of planning progress.

Until recently, Atotech performed an annual extended sales planning process to manage business processes at its 24 branches across five continents. The process included both its forecast for the current year and the budget plan for the following year. To keep pace with fast-changing market demands, Atotech switched from an annual cycle to a monthly rolling cycle, which means that all major planning activities are now carried out on a monthly basis. The associated additional costs made it all the more important to make planning processes more efficient – a requirement that called for the introduction of a Business Process Management (BPM) initiative.

One-Stop Shop: Modeling. Automation. SAP integration.

Atotech identified both operational and technical components as critical factors in its drive to increase the efficiency of its processes: From an operational standpoint, there was a need to define procedures and responsibilities clearly and communicate the measures to all involved in the process. The objective was to reduce redundant and unproductive activities. They also wanted to increase the proportion of automated and high-performing activities, thus cutting idle and wait times in the overall process and enabling timely provision of planning results. Above all, they wanted to ensure effective communication between all participants in the planning process.

To fulfill these operational requirements, Atotech needed a solution with extensive functionality for the documentation of ACTUAL and TARGET processes. The inubit BPM-Suite offers optimal support for both of these phases. In addition, the SAP interface enables Atotech to connect its existing SAP landscape and thus integrate applications such as SAP NetWeaver with the SAP BI Integrated Planning and SAP Web Application Designer (WAD) components. The inubit BPM-Suite is used in this complex SAP landscape for process control and documentation.

Results

The project was carried out by ib-bank-systems GmbH, CONOGY GmbH and inubit AG. Norbert Gimm, the person responsible for the project at Atotech, sums up the results: “With the inubit BPM-Suite, our sales planning processes are shorter, automated and documented up to the minute.”

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Moreover, Atotech now has immediate access to sales planning information that it can use to detect market developments and utilize competitive advantages with great speed. The technical recording and documentation of activity-related status information enables users to view the current status of the planning process at any time, allowing management to react promptly to delays and problems and thus avoid “unpleasant” surprises.

Based on the results achieved so far, Atotech is currently further refining the modeling of planning processes and automating procedures on that basis. This will be followed by a rollout for additional business areas. For example, Atotech is considering using the inubit BPM-Suite for month-end closing as well. They are currently looking into whether it can even be used for production planning.