Camelot ITLab
Innovative Technologies Lab

ANWR GROUP

The largest implementation of S/4HANA Cloud so far!

Pioneering S/4HANA Cloud Transformation

Industry Leader ANWR GROUP Relies on Cloud for Digitalization

Client Success Story

Two strong partners, one mindset: forwards

The S/4HANA transformation of the ANWR Group was a project of the complexity and scale that every manager should have respect for. With Camelot ITLab, we had a partner by our side, we knew we would be in good hands with any time. For this, I would like to express my sincere thanks once again.

Frank Schuffelen, CEO,
ANWR GROUP eG

The ANWR Group is just the sort of customer we like: bold, a digital frontrunner – and just as interested as Camelot in pushing the boundaries of what is possible and breaking new ground. This project is proof that together you can achieve great things.

Dr. Josef Packowski, CEO,
CAMELOT Consulting Group

The largest, successful implementation of the S/4HANA Cloud so far

For medium-sized retailers

ANWR GROUP eG is one of the most successful and highest-turnover retail cooperatives in Europe. It brings together around 5,000 medium-sized companies in the shoe, sports, and leather goods trade. The ANWR Group positions its members with their combined weight in the retail sector and thus ensures the future viability of store-based, specialized retail trade in an increasingly digital world.

A step into the future
For historical reasons, the previous financial system of the ANWR Group originated in the banking system and was no longer able to cope with the digitalization pressure of the consumer goods industry. Several tens of thousands of data records per day from (online) retail call for a flexible system that connects retailers and suppliers. With the S/4HANA Cloud, this has now been achieved.

Digital pioneer with a strong partner
For the far-reaching S/4HANA transformation, one of the first in the industry, the ANWR Group chose Camelot ITLab as a trusted partner. With profound industry expertise the SAP partner implemented best practices and enabled integrations into third-party systems that were previously not standard. Thus, the cloud strategy of the ANWR Group was continued, which had already started with the implementation of SAP Sales & Service Cloud by Camelot ITLab.

Triple complexity

ORGANIZATION

22 companies

In **6 countries**

With **5,000** affiliated, independent **companies**

PROJECT

Complexity mastered in **9 agile waves**

Implemented within **18 months**

Stabilized with **S/4HANA Resilience**

SYSTEMS

SAP S/4HANA Cloud (public)

With **more than 35 interfaces**

Integrated through the **SAP Business Technology Platform**

ORGANIZATION

People as a success factor

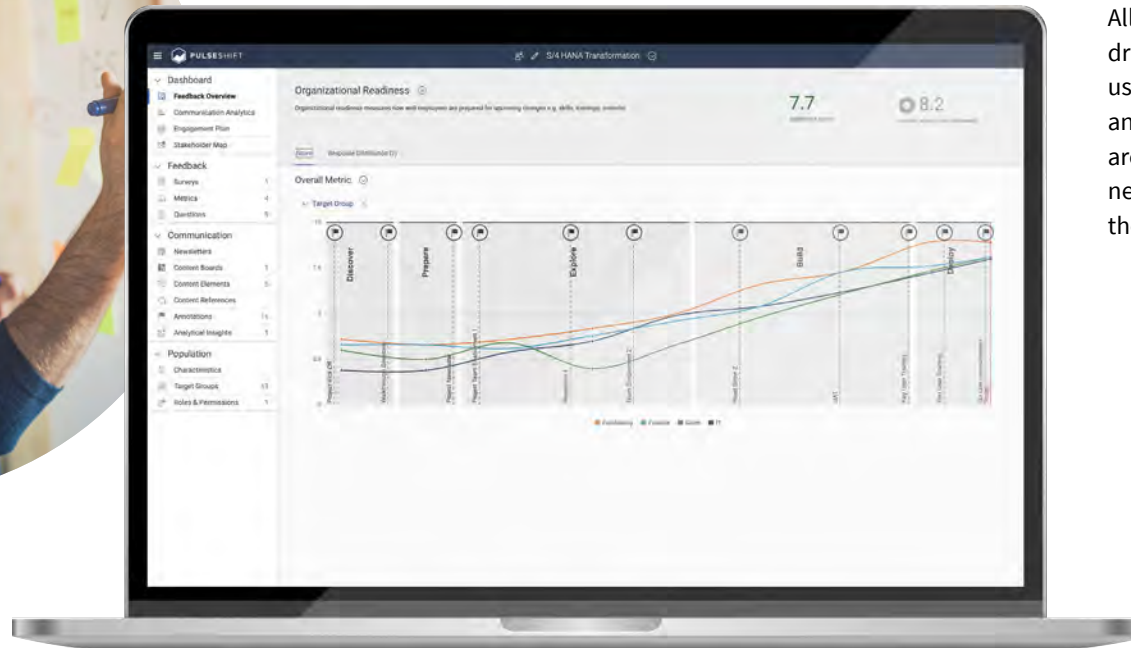## One transformation, numerous dimensions

An S/4HANA implementation is much more than an IT project. It is a transformation that affects the entire organization in all its dimensions. This requires a clear vision, strong alignment with corporate strategy, holistic industry process expertise, data management know-how, and the early involvement and extensive empowerment of employees.

The biggest challenge: Involving all stakeholders

64 percent of companies currently planning an S/4HANA transformation see the involvement of all relevant business units and stakeholders as a challenge*– even before the choice of deployment model or business process redesign.

The solution: Organizational transformation management

To counteract this, CAMELOT Management Consultants, the strategy and organizational consulting arm of the CAMELOT Consulting Group, developed an effective change management approach: It systematically considers employee and business unit involvement and closes gaps in empowerment and communication.

All measures are carried out using a data-driven approach in a closed-loop process using CAMELOT's **PulseShift** transformation analytics solution. This means that all measures are continuously reviewed in terms of effectiveness and adjusted according to the needs of the stakeholders.

* Source: Expectations of S/4HANA in 2022. Can the transformation deliver what companies expect?

PROJECT

Intelligent implementation in a virtual setting

Project workflow: Noiseless and efficient

A high degree of standardization, regular innovations, and flexibility for customer-specific requirements – these are the advantages of the SAP S/4HANA Cloud, the cloud-based ERP system from SAP. With the Transformation-Experience² model, which is based on SAP's implementation approach, Camelot ITLab laid the foundation for a smooth project flow. This allowed the S/4HANA Cloud projects to be implemented within a few months. At the ANWR Group, the project go-live took place noiselessly and efficiently in a total of nine waves.

TransformationExperience²— Camelot's project approach

A
"Rise with SAP"
project

Application Lifecycle Management

Business Process Management and Enterprise Architecture

Project Governance and Implementation Methodology

Transformation Experience²

Data Governance and Management

Technofunctional 'System Continuity' Concept

Organizational Change Management

VIRTUAL CONSULTING

In the past, traditional consulting projects required a lot of face-to-face interactions and physical meetings. The coronavirus pandemic changed the way we collaborate from one day to the other. However, what we see as a necessity today may permanently transform collaboration and project delivery in the future. Camelot ITLab delivered the transformation project with the ANWR Group completely remotely, ensuring a continuous, disruption-free project flow.

INTELLIGENT ENTERPRISE

In the intelligent company of tomorrow, processes and systems interlock seamlessly. Camelot ITLab previously supported the ANWR Group with the rollout in 2018 of a CRM solution from SAP in the areas of service and supplier key account management, among others. In the next step, the financial system was raised to a new level with SAP S/4HANA – with strong interconnections in the existing system landscape and integrations via the SAP Business Technology Platform.

SAP PREFERRED SUCCESS

Through the SAP Preferred Success program, Camelot ITLab had a close connection to the SAP development team that implemented adjustments to the cloud system in close coordination. The customer's requirements were realized quickly and precisely in joint sprints. A regular exchange between the three players about upcoming releases gave the ANWR Group a head start in terms of knowledge.

SYSTEMS
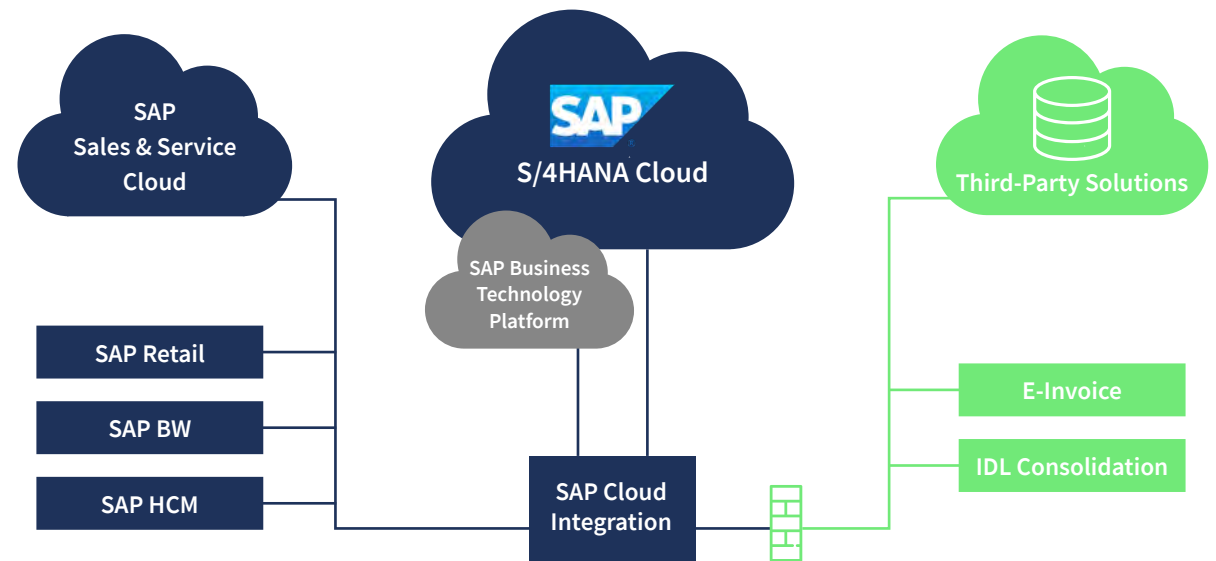
Integrated and future-proof system landscape

From SAP ECC On-Premise to S/4HANA Cloud in just 18 months

Before the changeover, the ANWR Group used the finance system of the Group's own DZB Bank. However, since the application areas differed greatly, the company wanted its own system that could be adapted to its individual requirements. The finance system was therefore removed from the old context and transferred to a new S/4HANA Cloud system. A particular challenge was posed by the numerous interfaces, including the SAP CX system (SAP Sales & Service Cloud), SAP Retail, SAP HCM, SAP BW, various customer and supplier communication systems, and back to DZB. Satisfaction with the changeover was also increased thanks to the master data harmonization and customizing of functions.

Among others, the following components were implemented:
▶ S/4HANA Cloud implementation for Finance / Purchasing / Sales
▶ CPI integration with SAP CX / SAP Retail / SAP HCM / AP BW, and various third-party systems
▶ Re-design of master data processes for business partners

Rise with SAP: IT target system architecture for the ANWR Group

The company

ANWR GROUP eG

ANWR GROUP eG, with its headquarters in Mainhausen (Hesse), is one of the most successful and highest-turnover retail cooperatives in Europe with a billing volume of EUR 19.8 billion. The cooperatively organized group of companies optimizes processes and provides trading and communication platforms for independent shoe, sports, and leather retailers.

Around 20,000 medium-sized companies are affiliated with the ANWR group of companies via its two credit institutions – DZB BANK GmbH and AKTIVBANK AG. The Group itself employs around 1,400 people. The directly affiliated trading companies employ a further 80,000 people.

www.anwr-group.com

Camelot ITLab GmbH

Camelot Innovative Technologies Lab (Camelot ITLab) is a leading IT consultancy firm for digitalized value chain management and drives innovation for new enterprise technologies like blockchain and AI. We lead and accompany companies across the globe in the transformation of their system landscapes with a strong focus on supply chain management, logistics, data and analytics, customer experience, and ERP.

Camelot ITLab is a long-standing SAP partner — with joint co-development initiatives — and offers both tailored SAP implementations and its own disruptive solutions. As part of the CAMELOT Consulting Group with 1,800 employees worldwide, Camelot ITLab represents the highest level of quality and responsibility, proven through an excellent success rate. Innovation to solution.

www.camelot-itlab.com

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