



SAP and WebSphere deliver e-business excellence at Grundfos.

Long-term SAP user Grundfos continues to reap the rewards of its integrated business platform, and is boosting its SAP capabilities with new functionality and a WebSphere e-commerce solution. Grundfos, one of the world's leading pump manufacturers, is made up of 55 companies operating in 40 countries all over the world, with a total of 11,000 employees. To support its mission to develop, produce and sell high-quality pumps for heating, airconditioning, industry, water supply and wastewater disposal, Grundfos operates a IBM information environment, and uses SAP applications on IBM @server pSeries as a business solution for all its European operations. Grundfos started implemented SAP R/3 some years ago and the solution has proved highly successful. Now they have built on it by upgrading to mySAP.com solutions, for a flexible, integrated e-business platform. "Overall, our SAP solution is delivering exactly what we expected it to," says Thor Lund Jensen,

IT Director. "It has given us an integrated ERP platform, making company-wide information more accurate and easier to manage. It allows us to further develop our e-business capabilities to improve customer service and reduce costs. The critical success factor for our business is the ability to deliver the right products at the right time. SAP has given us the coordination we needed to achieve this."

pSeries – reliable, stable, secure

When Grundfos originally planned their IT solution, it wanted to run the entire implementation using a single database server. This meant that reliability, stability and security were of overwhelming importance. "We couldn't afford to take any risks, and we knew from experience that IBM was a safe choice," says Thor Lund Jensen. In fact, Grundfos has been a loyal IBM customer for the past 25 years. All the company's systems, including those used for

Industry	Manufacturing
Application	mySAP.com
Software	AIX® WebSphere® Lotus Notes®
Hardware	IBM @server®pSeries™



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Thor Lund Jensen, IT Director, Grundfos



computer aided design, are IBM based, with DB2 being the database of choice outside the SAP environment. "Our business now relies on the high quality of the products. Based on my extensive experience, I would be very happy to recommend IBM technology to other companies because it is so reliable and provides such stable operational environments." The SAP solution runs on an pSeries database server located in Copenhagen, with a 900GB Oracle® database. Currently, there are 2,300 named users, with up to 800 concurrent users on the system. A total of seven modules have been implemented, covering most business functions. Grundfos continues to run its SAP R/2 implementation for production and financial planning at its Bjerringbro factory complex. It is still used by 2,500 users and resides on an IBM S/390® system. A migration project is currently being considered, and Grundfos plans to transfer users to the mySAP.com implementation, which will mean a total of some 5,500 named users. The company expects to use the high performance IBM @server pSeries model 690 to handle the extra load.

SAP – building on success

The mySAP.com solution is used for a range of functions such as Finance and Controlling, Asset Management, Human Resources, Materials Management and Sales and Distribution, and improved communication between the different European companies is a particularly important benefit. The system provides employees with access to much more information than before, so customer enquiries can now be answered quickly and accurately. Says Thor Lund Jensen: "Staff members can immediately see whether a certain product is in stock, and where it is being held. They can look for it not only in their own country but elsewhere as well. This has resulted in better, more effective distribution for the benefit of Grundfos customers."

Thor Lund Jensen is confident that the ordering process has benefited significantly from the new set-up, claiming: "Every company can now track the progress of every order right through from beginning to end. There is no need for people to phone each other for information as they did before." Grundfos is now building on the success of its SAP system with the implementation of mySAP CRM. With both desktop and mobile access, the

solution will be used by sales and service staff and will significantly enhance customer relationships through improved visibility. In the Supply Chain Management part of Grundfos, SAP Advanced Planner and Optimizer (APO) will be used to accelerate and automate planning processes. "Grundfos also has a SAP Business Information Warehouse (BW) project which has improved the transparency of business information across the group, and made it much easier to analyse data for planning purposes," adds Thor Lund Jensen. "We believe that the SAP BW is a great tool to help companies to turn information into real knowledge and make better business decisions."

IBM software – powering e-business

Grundfos relies heavily on Lotus Notes for internet and intranet initiatives, and is now rolling out a new global Domino™-based intranet, which will include Domino.Doc® for advanced workflow management. A number of Domino team rooms are already in use, speeding company-wide communication and driving efficiency and productivity. Grundfos uses IBM WebSphere components in e-business development, in particular the Policy Director tools for security, on both the internet and the intranet. IBM WebSphere Application Server is used in many business areas to complement the SAP solution. It has allowed Grundfos to integrate front- and back-end systems to extend processes beyond the physical reach of the enterprise. It provides the comprehensive technology platform for true e-business.

"The Grundfos online product catalogues provide an excellent example," explains Thor Lund Jensen. "Customers on the Grundfos website (www.grundfos.com) can browse detailed, interactive technical information on almost 100,000 products, each with its own graphs and technical diagrams, which gives us great competitive advantage." All the technical data is stored in the SAP system, using its powerful inbuilt classification scheme, and any changes are automatically included on the website via regular update extractions. Says Thor Lund Jensen, "Having the data in our SAP system makes us more flexible in product offering terms. The system allows us to serve our customers far better, and also allows us to save significant amounts of time and money,

because the site has full e-commerce capabilities."

Integrating customers and wholesalers

One of Grundfos's major customer groups in Europe is wholesalers, and one of the largest now has a direct plug-in to the Grundfos site. When European customers connect to the wholesaler's website, they can be transferred automatically and invisibly to the Grundfos website for up-to-date technical details on the products. "It's a win-win situation," says Thor Lund Jensen. "We are happy because we can control the accuracy of data presented to customers, and the wholesaler is happy because he has an up-to-date product catalogue on his site. None of our competitors has this functionality, and it will take them years to catch up. We have been working with an electronic catalogue for 15 years, and with WebSphere we're now reaping the benefits."



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