

Supply Chain

We make SAP work for you

Customer SUCCESS story:



▲ Mark Ottery, General Manager Unistrut in their Sydney factory

The Company

A Sydney-based Light Industrial Manufacturer

Unistrut manufactures quality metal framing support systems for the electrical, mechanical, medical, and construction industries. Unistrut engineering extends the concept of metal framing to create a virtually unlimited variety of support and structural elements - with a range of applications limited only by your imagination.

The Challenge

Increase customer service and reduce costs

Unistrut, with an annual turnover of A\$30 million, was facing fierce price competition and required immediate streamlining of their logistics operations to reduce operating costs and increase customer service.

To meet these requirements, Unistrut decided to implement SAP.

"We chose SAP because of their strong supply chain management solution, their commitment to collaborative commerce and the assurance that SAP is able to grow with us in the years to come", said Mark Ottery, General Manager of Unistrut. SAP Service Partner, Supply Chain Consulting, helped Unistrut's management in

developing a business model to prepare them for the future challenges.

The Requirements

End-to-End: Plan, Execute and Measure

"What we were looking for was a supply chain planning and execution system that provides us end-to-end support for all our logistics processes - from demand forecasting through to product availability checking", said Peter White, Operations Manager.

"With our old systems, we were not able to offer availability dates

that were correct. There was no automated method of planning production runs and frequently a customer order had to wait for long periods before the stock was actually produced", said Mr White.

Supply Chain Consultings SLIM™ Industrial Manufacturing solution addressed many of these key issues. The Advanced Planning and Optimisation (APO) module enabled Unistrut to improve the accuracy in demand forecasting and reduce the level of waste in the supply chain. This, together with the automatic process of production planning, solved a lot of the earlier problems. Unistrut is now able to promise availability dates and run production schedules in sync with customer demand. "Now we have a sales and operations planning process in place that allows us to be proactive", said Peter White.

The Solution

Implementing SAP in a small business

It took 6 months to implement SAP at Unistrut. The project team consisted of employees from Supply Chain Consulting as well as Unistrut and staff from the parent company.

"Implementing SAP in a small company such as Unistrut requires significant change management", says Mark Ottery, General Manager of Unistrut. "The business re-engineering we went through with the implementation of SAP resulted in a significant change of roles and responsibilities and asked for a very disciplined approach towards data maintenance. But we needed it and we are now reaping the benefits"

The Future

Next steps

Following the successful SLIM implementation, Unistrut is getting ready for the next phase of its Supply Chain management journey, which will enable them to collaborate with their suppliers and customers. SAP's web-enabled system will provide the future infrastructure that will set the field for Unistrut and its suppliers, customers and employees to collaborate even more.