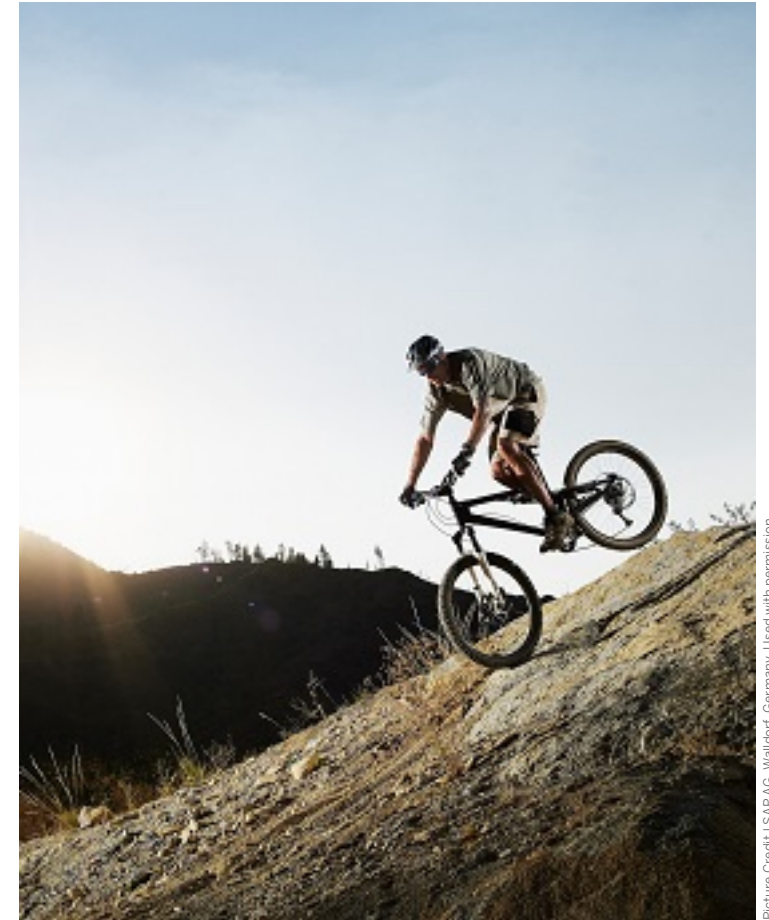


Avon Cycles: Achieving Business Agility with SAP® Business Suite powered by SAP HANA®

There is no transportation that is cleaner, greener, or healthier than a bicycle. As Asia's leading cycle manufacturer, Avon Cycles is dedicated to building innovative and quality bicycles that keep customers moving in comfort and style. On the cutting edge of cycling technology, Avon Cycles runs its business with the same high-speed mentality that only agile and efficient business operations can achieve.

A long-time user of SAP® software, Avon Cycles worked with vCentric Technologies to migrate its SAP Business Suite applications to the SAP HANA® platform, replacing an Oracle database. The company now has tighter control over its supply chain and can provide stakeholders with real-time, actionable data. Together with SAP, Avon Cycles will keep pedaling on the road of success year after year.



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Executive overview

Company

Avon Cycles Limited

Headquarters

Ludhiana, Punjab, India

Industry

Consumer products

Products and Services

Bicycles, bicycle parts, electric bikes, and fitness equipment and accessories

Employees

1,500

Revenue

Rs 4.21 billion (US\$89.4 million)

Web Site

www.avoncycles.com

Partner

vCentric Technologies Pvt. Ltd.
www.vcentric.com

BUSINESS TRANSFORMATION

The company's top objectives

- Leverage the business value of large and growing data volumes
- Manage data for 360 cycle components and 200 models with an average of three sizes per model and three colors per size
- Accelerate operations in key business areas such as sales, supply chain, and procurement
- Provide differentiating customer value by maintaining high service levels

The resolution

- Worked with vCentric Technologies to migrate SAP® Business Suite applications to the SAP HANA® platform
- Replaced an Oracle database with SAP HANA

The key benefits

- Better control of the supply chain with faster material requirements planning (MRP) runtimes, resulting in reduced inventory levels
- Ability to provide stakeholders with real-time actionable data
- Greater focus on performance excellence
- Improvement in productivity and faster decision making
- More-efficient service for customers, vendors, and other stakeholders

“The migration of our SAP Business Suite applications to SAP HANA is an important milestone in our IT strategy. We are confident this will align with our business growth plans and play a key role in overall success. The collaboration between the Avon Cycles team, our partner vCentric, and SAP was outstanding.”

Onkar Singh Pahwa, Managing Director, Avon Cycles Limited

TOP BENEFITS ACHIEVED

50%

Faster MRP runtimes

80%

Reduction in backup and restoration requirements achieved without any downtime

45%

Faster execution of business operations

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The Best-Run Business Run SAP™