

How Does Real-Time Stock Management Help a Paint and Coatings Leader Make On-Time Deliveries?

Whether for parking lots, malls, university buildings, boats, or marine vessels, customers looking to decorate and protect their valuable assets with durable paints and coatings must be sure those orders will arrive right on time. Sigma Paints' sales and service teams needed to work as one unit supported by reliable, real-time information on stock availability – no mean feat with operations spread across seven countries, from Egypt to Bahrain. Plus, new competitors entering this lucrative market and higher customer demand required the company to rethink its business model.

With SAP S/4HANA® as its new business suite, and using its built-in analytics, Sigma Paints' sales staff can now give customers firm delivery dates, rather than guesses, and instantly access stock information directly from their mobile devices. Customers receive orders more swiftly and are confident they can rely on a delivery promise from the company. What's more, Sigma Paints can now offer fresh ideas, anticipate and provide sustainable solutions for customers' unique painting needs, and stay ahead of an increasingly competitive market thanks to better visibility and supply chain management.





Sigma Paints Saudi Arabia Ltd.
Dammam, Saudi Arabia
www.sigmaints.com/en

Industry
Chemicals

Products and Services
Can coating; architectural, protective, and marine coating; paint solutions

Employees
200

Revenue
US\$100 million

SAP® Solutions
SAP S/4HANA® and the SAP Fiori® user experience (UX)

Achieving **Long-Lasting Solutions** for Customers' Durable-Paint Needs

Paint and coatings manufacturer Sigma Paints used SAP S/4HANA® to gain total visibility over activities spanning finance, production planning, material requirement planning (MRP), supply chain, sales, and procurement. Now, sales and service staff are better-equipped to anticipate and exceed customers' needs.

Before: Challenges and Opportunities

- Improve the accuracy of orders, customer delivery times, product costing, and profitability analysis
- Increase visibility and transparency across the entire supply chain, from procurement to logistics to customer service
- Enhance sales and service by making inventory information available online and on mobile devices

Why SAP

- Know-how and local availability of certified experts in SAP® software
- User-friendly solution and compatibility with existing company systems

After: Value-Driven Results

- Happier customers with clearly communicated, on-time deliveries enabled by greater information transparency, better coordination with the main regional warehouse, and the ability to check cross-regional stock availability
- Improved supply chain with better forecasting, stock management, and MRP
- Lower working capital with better credit control and improvements in key indicators
- Rapid access to key data due to faster system response times and report generation
- Empowered, efficient staff thanks to mobile capabilities, including the ability of sales staff to access customer information and of HR staff to manage leave requests remotely using the SAP Fiori UX

“We strive to be the first choice for paint professionals and families in the Middle East, so SAP S/4HANA was our natural first choice. It helps us **innovate and lead the pack.”**

Abdul Muneer Dar, IT Manager Middle East, Sigma Paints Saudi Arabia Ltd.



>20

Percentage-point drop in stock and inventory levels

30%–40%

Targeted reduction in days sales outstanding now within reach

Enhanced

Profitability thanks to more-transparent costing systems

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