

How Did a Japanese Chemical Company Improve System Performance and Enable Massive Data Analysis?

From air care (deodorizers and air fresheners), cloth care (mothproofing agents), humidity care (dehumidifiers), hand care (gloves), thermal care (disposable warmers), and home care (cleaners and other), products from S.T. CORPORATION make life better for our society by changing the air. But the company was faced with performance and operability challenges in relation to sales analysis, business performance management, and other tasks. Sales teams needed a system they could operate by themselves and that was free of limitations and restrictions. To meet the challenge, the IT department needed an infrastructure that allowed users to conduct more detailed sales analysis that leveraged point-of-sale data.

S.T. CORPORATION compared the SAP HANA® platform with its legacy IT infrastructure and concluded that only SAP HANA was able to fully satisfy the requirements of both departments. Working with JSOL on the implementation, it was able to increase capacity by replacing a system in its end of life and also improve data integration in combination with an IBM Power database. The result was better system performance and timelier operational and business process management. Moving forward, S.T. CORPORATION plans on using extended analytic and business intelligence tools in SAP HANA to further increase market share, lower costs, and sharpen the company's competitive edge.



Analyzing Sales Performance and POS Data with **SAP HANA®**



S.T. CORPORATION
Tokyo

www.st-c.co.jp/english

Industry
Chemicals

Products and Services
Development, production, and sales of chemical commodities

Employees
890 (including group companies)

Revenue
¥45.96 billion (US \$403,853,765)

SAP® Solutions
SAP HANA® platform

To improve sales data analysis and other business-critical operations, S.T. CORPORATION replaced its legacy system with the SAP HANA platform.

Before: Challenges and Opportunities

- Leverage data more effectively to support speedy management and the introduction of a profit center approach
- Retain long-term sales data and realize highly responsive data analysis
- Enhance customer service through high-performance analysis

Why SAP and JSOL

- Legacy system that was not meeting performance needs
- Shift from the existing data warehouse to SAP HANA
- 2 billion entries of sales performance and point-of-sale (POS) data that needed to be integrated in SAP HANA
- Development of a product dealer search system on SAP HANA
- SAP® solution expertise of JSOL

After: Value-Driven Results

- Accelerated sales planning and sales analysis by significantly reducing response times
- Enabled sophisticated analysis by leveraging long-term sales data and enabling high-speed analysis
- Provided a quality analysis environment for users
- Improved customer call center responses

“We can now **freely analyze detailed product data for several fiscal years without IT having to process anything. We are planning for further acceleration, including a review of databases in a test environment built with IBM Power. This will help us make the most of the capabilities of SAP HANA.”**

Yukako Musashi, IT Group Manager, Corporate Strategy Department, S.T. CORPORATION

Featured Partner

JSOL CORPORATION

NTT DATA Global IT Innovator
NTT DATA Group

>100x

Reduction in query execution time for major transactions

>14%

Data compression (to 1/7 the size) to address an increase in sales data

~2 billion

Sales data and POS data entries integrated in SAP HANA



© 2017 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.