SAP

SAP Business Transformation Study | Chemicals | S.T. CORPORATION

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 manage-ment, 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.

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S.T.CORPORATION

JSOL CORPORATION

NTT DATA Global IT Innovator

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

>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