



SAP Business Transformation Study | Mill Products | MAADANIYAH

How Did a Metal Product Manufacturer Use Technology to Optimize Production and Ensure Quality?

Industrial engineering is the bedrock of so many industries, and National Metal Manufacturing & Casting Co., or MAADANIYAH, is a recognized expert with operations in 14 countries. With a focus on delivering the best products at the best prices, the company recognized how a complete digital transformation could make it simpler to get business done internally – helping to optimize the production environment and to ensure quality products to customers worldwide.

With upcoming regional expansion in mind, SAP S/4HANA® was chosen to replace an existing legacy system and provide a modern digital core. The goal was to integrate and digitalize HR, finance, and costing in order to streamline operations and deliver organizational change. Enhanced production processes, stock management, and reporting, as well as easier access to HR data using the SAP Fiori® user experience, all add up to a genuine business transformation story. Now, as a manufacturer running at optimum levels, MAADANIYAH can better ensure business growth and well-served customers in the digital economy.



“SAP solutions are enabling so many improvements that help us serve customers better. We have **cut maintenance reporting from one week to three days, and bar codes mean only one screen is needed to receive and process goods in production.”**

Aamir Khalid Pirzada, IT Manager, National Metal Manufacturing & Casting Co.

National Metal Manufacturing & Casting Co. is using SAP® solutions to achieve integration throughout the enterprise. Now, all information is accessible on one system. A decrease in required resources coupled with enhanced inventory management and centralized access to data have resulted in substantial internal efficiencies. Customers are also benefiting from process improvements in areas such as sales-order credit management.





**National Metal
Manufacturing & Casting
Co. (MAADANIYAH)**

Jubail, Saudi Arabia

www.maadaniyah.com/en

Industry

Mill products

Products and Services

Manufacturing of metal and engineering products and related services

Employees

560

Revenue

US\$110 million

SAP® Solutions

SAP® ERP powered by SAP HANA®, SAP Business Planning and Consolidation application, SAP S/4HANA® Finance solution, and the SAP Fiori® user experience

Overhauling Internal Processes Through Digital Transformation with SAP® Solutions

As a company on a solid growth path, MAADANIYAH opted to replace a legacy system with SAP S/4HANA to increase integration and improve processes throughout the enterprise. Using SAP Fiori, managers can access this improved infrastructure through mobile devices from anywhere at any time.

Before: Challenges and Opportunities

- Centralize and enhance production processes
- Optimize integration between HR, finance, costing, and plant maintenance
- Improve product costing and get a true view of all costs
- Upgrade production planning and automate manual processes

Why SAP

- Comprehensive digital business framework to digitalize operations across six pillars, including customer, supplier, workforce, assets, operations, and supply chain
- Global technology platform that meets the needs of the production environment
- Reliable infrastructure to meet the specific integration needs required by the project

After: Value-Driven Results

- Transformed integration to deliver internal efficiencies – all information now in one system
- Improved visibility by replacing manual spreadsheets with functionality for automated material requirements planning
- Reduced costs through a reduction in the number of resources required and costing that is more accurate
- Decreased inventory levels and improved inventory management
- Delivered one centralized HR database, including centralized payroll, with payroll now being completed in 3 to 4 days, reduced from 15 days
- Improved sales-order credit management for customers
- Centralized finance to one office, reducing the number of employees from 12 to 9
- Provided mobile apps to allow anytime, anywhere approvals for HR, purchase orders, and more

“By replacing our old system with SAP software, we have the best solution possible, allowing us to advance internal operations through digitalization, integration, and process improvement.”

Aamir Khalid Pirzada, IT Manager, National Metal Manufacturing & Casting Co.



\$1.75 million

Inventory reduction savings thanks to the new functionalities available

50%

Faster financial closing – from 2 weeks to 1 week

2 hours

To provide management with business intelligence reports, compared to one week previously

5 HR staff

Now required – consolidated and centralized from an initial team of 25



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