

What's Next for Intelligent Manufacturing in China?

Global customers look to Jiangyin Haida for the latest in high-end rubber and plastic application parts for the rail transportation, automobile, construction, and shipping sectors. In order to consolidate its leadership position in R&D and production of these parts and their sealing and antivibration functionalities, the company sought to optimize multiarea complementary strategies and technology integration.

In order to strengthen its corporate management infrastructure and broaden its product offering, Haida, in partnership with Beijing Neusoft Huiju, deployed SAP S/4HANA®. This allowed the company to implement independent business unit accounting and an information management upgrade to create the basis for performance assessment and management improvement, and to enhance management automation and visibility.



“We always strive to build a professional brand for Haida by **consistently adopting best-in-class technology**, developing high-quality products, and delivering more offerings to more customers.”

Zhenyu Qian, President, Jiangyin Haida Rubber and Plastic Co. Ltd.

Through a technology-led approach, Haida has gradually expanded its product mix into new business areas for rubber and plastic part applications. As its structure evolved from a single entity to a group with several business units, it launched the project to upgrade from the traditional SAP® ERP application to SAP S/4HANA®, with the goal of enabling intelligent manufacturing.



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National industry standards edited or coedited by Haida now published and implemented, with more in a draft stage



>60%

Market share in China in two segments – automobile sunroof sealing strips and train seals



Top 10

Enterprises in China's rubber products industry segment in 2016



Getting on a Fast Growth Track with SAP S/4HANA®

Jiangyin Haida Rubber and Plastic Co. Ltd.

Jiangyin City, Jiangsu Province, China

www.haida.cn

Industry

Industrial machinery and components

Products and Services

Rubber and plastic sealant and antivibration parts

Employees

1,280

Revenue

US\$70–\$80 million

SAP® Solutions

SAP S/4HANA®

Jiangyin Haida worked with Beijing Neusoft Huiju in deploying SAP S/4HANA to transform its business processes from traditional to intelligent, allowing it to optimize R&D and deliver high-quality products to ever-increasing market segments.

Before: Challenges and Opportunities

- Improve the corporate management system by building a unified platform to consistently implement financial policy and systems, enabling independent business unit accounting
- Review current business processes and establish unified standards to optimize efficiency and resources
- Develop uniform data standards to reduce semantic differences resulting from diverse information platforms, reduce communication costs, and improve decision making

Why SAP and Beijing Neusoft Huiju

- Successful business practices and more-advanced management concepts within the automobile-parts sector
- Cost-effective solution that outperforms its peers

After: Value-Driven Results

- Adoption of a group-based management model to accommodate three incorporated companies and eight business units, facilitating independent costing by unit and laying the basis for future implementation of performance assessments and management improvements
- Upgrade of information management through an extensive, comprehensive review of the main business to bridge the gap with legacy systems in production and cost control
- Establishment of a unified, underlying data-coding system; bar-code management; and automatic accounting for warehouse operations through bar-code system integration, monitoring, and tracking across the entire logistics process, thus enhancing management automation and visibility
- Improvement in adaptability, resource efficiency, and ergonomics, as well as in the integration of customers and business partners in business and value processes

“Our aim is to use SAP S/4HANA to improve our management and efficiency by deeply embedding it into our organization.”

Zhenyu Qian, President, Jiangyin Haida Rubber and Plastic Co. Ltd.



Featured Partner

Neusoft

140

Business planning processes controlled with bar-code scanning using Neusoft's warehouse management system (WMS)

Unified

Management of SAP S/4HANA for office automation, bar-code management, and WMS platforms, as well as material, information, and capital flows

Unified

Upgrading of workshop management intelligence by gradually making both manufacturing execution and central warehousing systems operational



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