Truebell: Moving into New Markets Quickly and Easily with SAP S/4HANA® Cloud, Private Edition

Many companies in wholesale distribution diversify their operations to gain a competitive edge. However, without a scalable IT infrastructure, this can lead to difficulties. To establish routes into new markets and accelerate time to value, Truebell opted to migrate to SAP S/4HANA® Cloud, private edition. The distributor can now **expand its business** in a fraction of the time.

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Truebell Marketing and Trading LLC
Sharjah, UAE
www.truebell.org

Industry
Wholesale distribution

Products and Services
Import and distribution of food and beverage products and fashion accessories

Employees
600

Revenue
US$300 million

SAP® Solutions
SAP S/4HANA® Cloud, private edition, delivered through SAP HANA® Enterprise Cloud; and the SAP Fiori® user experience

Before: Challenges and Opportunities
• Implement a new ERP system to support growth
• Gain a single source of truth to accelerate and facilitate decision making
• Improve shelf-life management

Why SAP
• Simplified business processes with SAP S/4HANA and a better total cost of ownership with SAP S/4HANA Cloud, private edition
• Systems maintained by SAP team
• End-to-end security and data protection in a private cloud

After: Value-Driven Results
• Faster provisioning of services to new locations and users due to full scalability
• Faster, more accurate reporting with vastly improved system performance and response times
• Improved efficiency with one centralized source of information that can be accessed from anywhere
• Automated food safety compliance processes

"**With SAP S/4HANA Cloud, private edition, delivered using SAP HANA Enterprise Cloud and related application management services, we will be able to roll out our IT systems to new locations in just over two months. This gives us unprecedented agility.**"

Vijay Jain, Group Head of IT, Truebell Marketing and Trading LLC

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Distributing quality around the globe

Thanks to globalization, we are used to being able to obtain high-quality goods from around the world. From Italian olive oil to Indian tea, retailers now stock all kinds of fresh, authentic food and drinks. Truebell Marketing and Trading LLC plays an instrumental role in making this happen. For more than 30 years, the importer and distributor has sourced, handled, and delivered food and beverage products from leading brands for its customers in the retail and foodservice industries throughout the Middle East and North Africa region.

Over the years, Truebell has diversified its operations to include distribution of luxury goods, fashion accessories, healthcare products, and more. This development will help the company expand into new markets, geographies, and distribution channels, ultimately ensuring its long-term success. However, such growth also presents a number of challenges – especially when it comes to IT.

Truebell's old ERP software was holding it back. The legacy system had been heavily customized to meet specific business requirements, which made it complex and inflexible. As the business expanded, the software's performance started to decline, with some reports taking as long as four hours to complete. Moreover, as data had to be collated from numerous sources, there was no single source of the truth. Issues with data integrity and redundancies meant that decision makers did not always have accurate information to work with.

Realizing that such a system could not support growth in the long term, Truebell decided to act and adopt SAP S/4HANA® Cloud, private edition, deployed on SAP HANA® Enterprise Cloud.

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Taking the simplest route to Live Business

When looking at options for new IT infrastructure, the path was clear to Vijay Jain, who is the group head of IT at Truebell. "Although IT plays a key role in our growth strategy, we are not an IT company," says Jain. "As we did not want to have to build up a large team of experts to take care of technical issues, moving to a private cloud was the way forward for us."

After evaluating several routes, Truebell opted for SAP S/4HANA Cloud, private edition. One of the key factors in this decision was the fact that the cloud service offered a better total cost of ownership (TCO) than other solutions on the market. "Our business case centered on tangible benefits, such as the TCO and the increased performance we would get," explains Jain. "But data protection was obviously important for us too.

With a private cloud fr om S AP, we knew we would have end-to-end security."

Considering the pace of business growth that Truebell has experienced over the last few years, scalability was a must. This was also important to Jain: "We recognized that having SAP S/4HANA Cloud, private edition, would accelerate our future implementation projects. So, as our business expands or whenever we want to take advantage of new solutions, we can simply scale up as needed."

Thanks to SAP S/4HANA Cloud, private edition, Truebell was able to go live with SAP S/4HANA in just over six months. This initial rollout is in several divisions of one group company, but will be expanded to other locations and companies in the near future.

"We knew the cloud was definitely the best way forward for us. SAP experts take care of any technical issues or updates, while we are free to focus on adding value to our business."

Vijay Jain, Group Head of IT, Truebell Marketing and Trading LLC

Gaining deeper insights with a single source of truth

Since going live with SAP S/4HANA Cloud, private edition, Truebell has received very positive feedback from its users. Much of this feedback relates to the considerably improved response times of the new system: "Some reports that used to take us hours to produce are now ready in just 10 minutes," says Jain. "This has not only increased productivity but also boosted employee satisfaction."

Aside from the speed of reporting, the information delivered is now more accurate, thanks to Truebell having a single source of truth. Data no longer has to be manually collated from multiple sources, which saves time and reduces errors. "This is hugely beneficial for our decision makers," says Jain. "They know the information they are looking at is up to date, and they can access it from anywhere, whenever they need it." In addition, by moving to the cloud, Truebell has reduced its data footprint by around 60%, simplifying its IT landscape.

Another helpful feature for decision makers is the SAP Fiori® user experience. Truebell has customized dashboards for its senior managers and executives, showing them exactly the information they need at a glance and visualizing it in a clear, easy-to consume way.

Furthermore, Truebell has boosted efficiency in its warehouse and inventory management tasks. Jain explains, "A huge benefit for us is that we can now manage the shelf life of our products more easily. This is a key driver in improving our profitability and ensuring compliance with food safety standards." Indeed, the company has automated many of the processes related to hazard analysis and critical control points compliance, helping it save significant time and effort.

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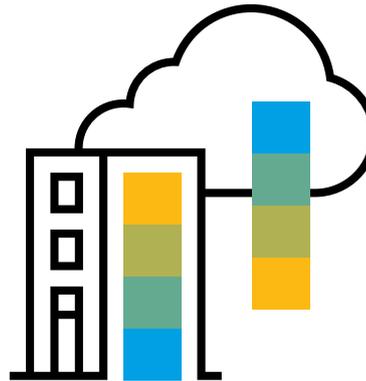
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Expanding on an advanced platform

Truebell's cloud journey is still in its early days. As a next step, the company plans to use SAP S/4HANA Cloud, private edition, to roll out SAP S/4HANA at its other locations. "As part of our plans to expand into the Asian market, we are starting a new venture in India," says Jain. "SAP S/4HANA Cloud, private edition, has already given us the basis for a quick and smooth implementation there and at our other divisions." This project will see the number of users of SAP® software at Truebell rise significantly.

After that, Truebell plans to start looking at ways to build on its initial work. "Once more of our group companies and offices go live with SAP S/4HANA, we plan to implement additional solutions for HR, CRM, and business intelligence," says Jain. "This process will be much quicker and easier thanks to the increased scalability we've gained from SAP S/4HANA Cloud, private edition. The project has laid a strong foundation, and now we intend to build on it."

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