The Game Changer DPL

Please select Award Category here

Please select any one category by highlighting the circle ◯ with a colour. If you are selecting The Disruptor, please select the sub category

The Game Changer

Recognizes companies that have successfully demonstrated enterprise-wide transformation involving the implementation of complex projects across multiple lines of businesses / functional areas.

The BTP Innovation Champion

Special recognition category by INDUS and SAP focused on companies that have leveraged the SAP Business Technology Platform to develop new innovative solutions using low-code, no-code or pro-code approach with measurable business benefits.

The Disruptor

Recognizes companies that have demonstrated cutting edge innovation and disruptively improved or transformed a specific line of business or functional area – with measurable business outcomes.
Select sub-category below:

- ◯ Customer Experience Management
- ◯ Procurement Transformation
- ◯ Manufacturing Transformation
- ◯ Human Capital Management
- ◯ Supply Chain Transformation
- ◯ Finance Transformation

The Sustainability Champion

Organizations that have built sustainability directly into their core business processes and have demonstrated sustainable practices reducing their negative impact on the environment while still allowing the businesses to make a profit.

Company Information

Headquarters DPL

Industry Chemical Industry

Web Site

The Deepak Group, with around 50 years of rich heritage and legacy, has been one of the earliest adopters of the **'Make in India'** philosophy.

Over the years, we have made significant efforts to diversify our group's offerings. Refining our processes; fostering stronger relationships, adopting sustainable practices, we do our best to help shareholders, investors, partners, customers, employees and this planet to flourish.

Deepak Phenolics is a **leading producer of phenol, acetone and IPA**, at the forefront of Atmanirbhar Bharat. We are known for our dependability with extremely high customer satisfaction level. As a reliable partner we offer just-in-time delivery. We have IOT-enabled, lowest thermal footprint plant in the industry. We are proud to call ourselves a cost-efficient and **environmentally friendly manufacturing company**.

Some of **Socio Economic Benefit** we try to provide:

Price Stability	Import Substitution	Reduced Foreign Trade Risk	No Forex Fluctuation	Reduced Working Capital
Reduced Delivery Time	Cost-efficient Manufacturing	Technology Driven	Just-in-time delivery	BIS Certified

DEEPAK PHENOLICS

Project Samruddhi

Challenge

- **Standardization -** Our legacy system was developed over a period as per user's requirement. Going forward we want to implement and align global processes and solutions across the company.

- **Improved Customer Experience -** Without a unified system, customer data may be siloed, making it difficult to provide tailored experiences and personalized interactions, impacting customer loyalty. We wish to help our customers to the extent possible.

- **Business-led Governance Model -** We have multiple applications and aim to establish a robust governance model with proper segregation of duties. Governance model is critical as we plan to implement multiple companies within a single instance.

Solution

- **SAP Cloud ALM-** We have leveraged SAP Best Practices process flows from SAP Signavio and integrated them into SAP Cloud ALM. This approach has been instrumental in driving the necessary change management for the adoption of global best practices.

- **Seamless Integrated System-** To enhance customer experience, we developed an integrated system, providing tools like a customer portal and complaint management system. SAP CPI, played pivotal role in providing seamless integration.

- **Business-led Governance Model -** We implemented SAP GRC to enforce stringent controls while ensuring uninterrupted business operations.

Outcome

- We created and **implemented 131 Business Process Flows** in SAP Cloud ALM as part of our value-led ERP transformation.

- We are proud to report that we have not encountered a single major integration issue since GoLive, with **over 142,000 CPI calls being handled seamlessly each month**.

- SAP GRC has enabled us to establish a robust governance model with **clear segregation of duties**. We are now planning to **onboard a few more companies** to the same instance.

Our Program Guiding Principles

| Driving Business Value | Automate as possible | Bring Change Management | Establish Process Controls | Establish KPIs | Enable Decision Making |

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We are committed to implementing an Intelligent Enterprise that leverages advanced technologies and data-driven insights to transform the way we operate. Our vision is to create a dynamic, responsive organization that consistently exceeds stakeholder expectations, driving efficiency, innovation, and tailored solutions to meet the unique needs of all those we serve.

- *Krishna C Bahuguna (CIO Deepak Group)*

Company Information of the Implementation Partner

PricewaterhouseCoopers LLP

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 151 countries with over 360,000 people who are committed to delivering quality in assurance, advisory and tax services. We are proud to be a part of Project Samruddhi, contributing our consulting expertise to support Deepak Group in their journey toward transforming their operations.

pwc

PwC contribution in the success of Project Samruddhi

Strategic Project Leadership

PwC played a critical role in the project's success by providing structured guidance through its **BXT Agile Methodology**, which aligns seamlessly with **SAP Activate**. They enabled us to fully leverage the **SAP Cloud ALM tool**, facilitating the management and delivery of multiple tracks, including SAP S/4HANA, Microsoft CRM, the Transport Management Tool (tEG), the Quality Inspection Tool (LIMS), and banking API integrations (payment, collections, LC receipt, etc.).

Adopting Best Practices

We successfully adopted industry best practices by leveraging **PwC Leap (Leading Enterprise Advisory Playbook)** and **Signavio's Best Practices framework**. PwC's Leap Tool provided structured guidance in aligning our processes with leading standards in chemical industry, while Signavio's Best Practices allowed us to implement proven methodologies and workflows in the S/4HANA.

Measuring Business Performance

With the support of **PwC's Benchmarking Tool**, we identified critical KPIs to monitor across key business functions in the chemical industry. Utilizing **SAP's embedded analytics**, these KPIs were successfully activated. PwC's advanced Data Analytics capabilities have further propelled us on a journey to develop additional KPIs and **dashboards in Tableau**, integrating insights from various satellite systems. This approach is enhancing our ability to measure and drive business performance to new levels.

Business Challenges and Project Objectives

Business Challenges

- **Need for Automation:** Legacy systems required manual efforts for tasks like debit note calculations, inventory valuation, procurement, and contract management. Automating these processes will reduce errors and accelerate decision-making.

- **Real-Time Data Access:** The previous system lacked real-time operational visibility, delaying decision-making and reporting. By providing real-time access to KPIs such as sales volume, customer aging, and procurement, better insights can be achieved.

- **System Integration:** Full integration between multiple systems, including CRM, LIMS, and procurement, is essential to eliminate data silos and streamline workflows.

- **Scalability and User Experience Improvements:** Modernizing the system will enhance process automation, speeding up procurement, sales order management, and production planning while improving the user experience with intuitive interfaces and workflows.

- **Compliance and Audit Trails:** Automating calculations and data management will strengthen audit trails, improve contract tracking, and ensure full compliance in tax and financial reporting.

- **Enhanced Collaboration with Business Partners:** While the legacy system was user-centric, our goal is now to develop a system that simplifies processes for our business partners—customers, suppliers, transporters making their interactions more efficient and seamless.

Project Objectives

- **Process Automation and Efficiency**: Streamline and automate key business processes, such as MRP planning, procurement, contract management, and debit note calculations, to reduce manual intervention and improve turnaround times.

- **Enhancing Real-Time Data and Reporting**: Implement real-time analytics to provide management with instant access to KPIs and operational data, facilitating faster and more informed decision-making.

- **Seamless System Integration**: Achieve seamless integration of all core systems, including SAP S/4HANA, CRM, LIMS, tEG, and SAP Ariba, ensuring a unified source of truth for data and improved cross-functional collaboration.

- **Improved User Experience and Scalability**: Leverage SAP Fiori and mobile-friendly applications to enhance the user experience, enable process customization, and support future growth.

- **Strengthened Compliance and Audit Trails**: Establish automated audit trails, contract tracking, and compliance reporting for tax, GST, and TDS, ensuring regulatory adherence and reducing audit risks.

- **Enhanced Collaboration with Business Partner**: Improve the customer, supplier and transporter experience by implementing self-service portals, automating invoice processing, and providing real-time visibility into auctions, vehicle movements, and payment status. These enhancements shall come with improved user experience for our employees.

Project or Use Case Details

Finance Transformation - Inventory Valuation

Challenge

In the legacy system, inventory valuation presented a significant challenge. Within the chemical industry, **utilities such as power, steam, water, air, and effluent treatment** are critical cost drivers. These utilities are self-generated by DPL and subsequently supplied to key products like cumene, phenol, and IPA. As a result, the costs associated with these utilities must be allocated to the overall product cost. Moreover, the **overhead** expenses related to the maintenance of utility production plants—such as wages and repairs—must first be incorporated into the utility costs before being allocated to the products. Additionally, challenges arise from the effluents generated during production, which require treatment prior to disposal. The costs associated with this treatment must also be factored into the product cost. Finally, the valuation of **co-products** must be aligned with the net sales realizable value of each product, while the sales value of **by-products** should be subtracted from the cost of the main product.

Due to these unique challenges in the legacy system's costing process, **inventory valuation was performed outside the system** using Excel sheets. However, this method **lacked precision**. For instance, utility costs were not accurately measured, and the associated overhead costs were completely overlooked, leading to significant **inaccuracies in the overall inventory valuation.**

Solution

In order to address the complexities of accurate inventory measurement, the **SAP Production Planning and Controlling (PP/CO) modules** were implemented.

One of the key challenges was determining costing sheets for utilities, as they were interdependent—for example, steam was required to generate power, and power was needed to produce steam. To mitigate these complexities, some utilities were managed through **process orders without material.**

Overhead accounting was fully integrated into the system using **SAP's Template Allocation functionality**. Co-product costing was effectively handled through **SAP's Co-product feature**, and the **sales value of by-products** was deducted from the main product **using the template allocation method**. Importantly, all these improvements were achieved without compromising the **Actual Costing process**, which was successfully implemented from the first month of the project go-live.

Outcome

- Saved approximately **16 man-hours** in the month-end closing process.
- Enhanced **accuracy of inventory valuation** by automating complex cost allocation processes.
- Improved **precision in financial reporting**, leading to better compliance and transparency.
- Enabled **real-time tracking of production costs**, supporting timely decision-making.
- **Streamlined overhead allocation**, reducing manual intervention and errors.
- Facilitated a more **robust audit trail**, improving accountability and ease of reconciliation.

Project or Use Case Details

Finance Transformation - Profitability and Paperless Office

Challenge

The legacy system posed significant challenges in generating accurate profitability analysis. While **profitability reports were created using Excel**, Profitability report was **only available at the product level**, with no capability to analyze profitability at other dimensions, such as customer level, sales location, or other key characteristics. Furthermore, profitability at **product level was also not accurate** due to limitations in inventory valuation as narrated in the previous section.

Solution

With the implementation of SAP **S/4HANA COPA - Marginal Analysis**, we are now able to generate profitability reports directly from the system, offering real-time insights across **various profitability segments**. This has significantly enhanced our decision-making capabilities. Additionally, by utilizing the **COGS split** feature, we **gain deeper visibility into profitability**. Previously, profitability reports were generated only after month-end closing, limiting our ability to make timely, proactive decisions. With COPA, we now receive **real-time analysis up to the contribution level**, allowing us to take immediate informed actions when necessary.

Outcome

- **100 % Reconciliation** of between MIS and Statutory Books
- **100% system driven** profitability analysis
- **Facilitating slicing of profitability data** based on varied dimensions (Product, Sales Order, Sales District etc) assisting in better decision making.
- **Reduced 5 manhours** per month.

Challenge

At Deepak Phenolics, we aim to transition to a paperless office, but banking interactions pose several challenges.
- Our payment cycles **relied on RTGS/NEFT forms, cheque printouts, and other manual processes.**
- The **collection process was recorded manually**, adding inefficiency.
- We accept Letters of Credit (LC) against sales orders, but recording LC details in the legacy system was challenging due to **reliance on manual documentation**.
- NACH and dealer financing facilities for collections were managed via **Excel sheets** in the legacy system.
- **Bank reconciliation** processes were also carried out **manually**, complicating efforts to streamline operations.

Solution

As part of our aim to achieve a paperless office, Project Samruddhi has successfully implemented the following:
- **Payments are processed through APIs**, with instructions sent to the Deepak Gateway upon executing the Automatic Payment Program. After approval, the gateway communicates with the bank via APIs.
- **Virtual accounts** are created through the gateway, and **collections are posted in SAP via APIs**, using Deepak Gateway as middleware.
- LC applications are received in the gateway and sent to SAP through APIs, **automatically creating the LC master in the FSCM module**.
- **SAP initiates fund collections through NACH or dealer financing**, sending instructions to the bank bank via Deepak Gateway.
- MT940 bank statements are emailed and posted in SAP via the Electronic Bank Statement feature, enabling **daily automated reconciliation.**

Outcome

- **Paperless office**
- **100% system driven** process
- **Reduced man-hours**
- **Complete Audit Trail**

Project or Use Case Details

Procurement Transformation - Vendor Sourcing and Improved Pricing Mechanism

Challenge

In order to ensure the smooth operation of our manufacturing plants, we frequently require MRO items from reliable sources that guarantee quality without tying up excessive working capital. **Vendor sourcing is a critical aspect** of our operations, but the legacy system presents several challenges:

- **Manual Vendor Onboarding**: The process involves offline document exchanges, leading to inefficiencies.
- **Lack of System-Driven Vendor Qualification**: The absence of a parameter-based approach for vendor qualification and rating limits decision-making.
- **Certification Management Gaps**: The system does not adequately manage vendor certifications.
- **No Supplier Self-Service**: The lack of supplier self-service capabilities increases the risk of compliance issues.

Solution

With the help of SAP Ariba Supplier Lifecycle and Performance, vendor **onboarding is completely digitized** and automated. Suppliers can submit all necessary documents online through the platform, eliminating offline exchanges and significantly reducing onboarding time and inefficiencies.

With supplier self-service portal we have enabled suppliers to update their profiles, upload necessary documents, and track their performance.

Outcome

- Real-time **supplier performance visibility**
- **Comprehensive supplier intelligence**
- **Seamless integration** with SAP
- Robust regulatory **compliance**
- Digitized **workflows**

Challenge

Raw materials make up 90% of our product costs, so it is crucial for us to procure them at **competitive prices**. **Platts plays a vital role in helping Deepak Phenolics determine raw material prices** by offering reliable, up-to-date market intelligence as a leading provider of energy, petrochemical, and commodity price assessments. We have **developed formulae in collaboration with our major suppliers**, where prices are based on Platts' quoted rates. While raising purchase orders, prices are calculated using these formulae. In the legacy system, this **process was performed manually**, leading to delays in purchase order creation and an increased likelihood of errors.

Solution

A solution has been developed in SAP to streamline the process of raw material procurement. While raising a purchase order, users can select **various formula parameters in custom fields**, ensuring that the correct pricing mechanism is applied. **SAP is integrated with Platts to automatically fetch the rates** of various benchmark commodities, eliminating manual data entry. Based on the selected benchmark, **SAP automatically calculates prices**, ensuring accuracy and efficiency in the purchase order process.

Outcome

- **Decreased** purchase order **processing time**, enabling **faster correspondence** with suppliers.
- Decreased **human error**

Project or Use Case Details

Supply Chain Transformation - Seamless Integration

Challenge

Our marketing team utilizes **Microsoft CRM** for recording leads and opportunities, while logistics operations are handled through a satellite system, **tEG**. The weighbridge process is managed in **RICELAKE**. Container filling is executed using **ABB**. E-invoicing is managed through **KPMG ASP Tool.**

In the legacy system, there was a **lack of integration** between these platforms, which created significant challenges. This disjointed setup resulted in **hurdles in executing transactions**, **inefficient reporting**, and unnecessary **delays in order processing**, ultimately affecting overall operational efficiency.

Solution

We have deployed an **integrated SAP system** that seamlessly communicates with Microsoft CRM, tEG, RICELAKE, ABB, KPMG ASP Tool enabling smooth data exchange and streamlined processes. This eliminates transactional hurdles, improves reporting accuracy, and reduces order processing delays. We are proud to mention, we have utilized standard APIs where possible, with **CPI as the middleware**, ensuring a SAP philosophy of **Clean Core**.

Outcome

- Faster **turnaround times**
- Enhanced **Reporting**
- Increased **Customer Satisfaction**
- **Clean SAP Core**

Project or Use Case Details

Supply Chain Transformation - Pricing Decisions & EXIM Compliance

Challenge

As in any business, price determination is critical to revenue generation. In the chemical industry, we **rely on ICIS and Platts for market-based pricing** when providing sales quotes to customers. Additionally, **transportation costs**, which vary based on delivery routes, must be factored into the sales price. In our legacy system, **sales prices were calculated manually**, leading to inefficiencies and potential errors, which ultimately impacted EBITDA.

Solution

With Project Samruddhi, we have integrated **ICIS and Platts pricing into Microsoft CRM**, while the **route master is maintained in SAP LE-TRA**. **TEG uses this route master** to send order-specific transportation charges to CRM. As a result, the marketing team is now **better equipped to quote accurate prices**, with all necessary information available in a single, unified system.

Outcome

- Accurate **pricing**
- Improved marketing team **user experience**

Challenge

In the legacy system, the export and import process was handled through **Oracle and Chenab**, with **no license master** available in the system. License details were **tracked in Excel**, and export data was partially entered manually in both CRM and Chenab. Forms were manually prepared and printed from both systems. Export/import obligations, DDB, RoDTEP, scroll, and scrip details were all tracked manually in Excel.

Solution

A PwC-customized **cockpit built in SAP S/4HANA** has been deployed to fulfill EXIM compliance with enhanced reporting capabilities.

Export and import processes are now managed within a unified system, with export-related masters such as **Advance License, EPCG, Duty Drawback, and RoDTEP maintained in SAP**. Export data is directly captured at the sales order level in both CRM and SAP, seamlessly flowing through to invoicing, which eliminates redundant entries.

All export **forms are system-generated** and can be printed from a single SAP interface. **Real-time export obligation reports** are readily available.

Outcome

- System driven **EXIM Compliance and Reporting.**
- Manual maintenance efforts are eliminated, **reducing error rates to nearly zero**.
- Users **save 10 hours per month** for capturing export details,
- Form generation time **reduced by 60%**
- Time saved on generating Advance License and EPCG License reports: **4 hours per month**.

Project or Use Case Details

Manufacturing Transformation - Production Visibility & Certificate of Analysis

Challenge	Solution	Outcome
At Deepak Phenolics, we have implemented **Honeywell's PAR solution** for HydroCarbon Accounting. With the help of SCADA and tank level sensor we are recording consumption, production, and dispatch in PAR. However, **delays in GRN** recording due to purchase order approval or other issues, along with a **non-user-friendly interface**, led to challenges in reconciling quantities between the PAR and Oracle systems. These factors made accurate tracking and **alignment between the two systems difficult**.	With the implementation of SAP S/4HANA, we successfully addressed the challenges in the purchase cycle, enabling **automatic Goods Receipt Note** creation. This eliminated the delays caused by manual approvals, ensuring that raw material receipts are recorded promptly and accurately in the system. Additionally, we have **seamlessly integrated Honeywell's PAR solution with SAP using APIs**. As a result, both production and accounting teams work from a **single source of truth**, with synchronized data across both systems.	• **Single number** reporting • **No need to perform manual reconciliation** between PAR and SAP • Better **management visibility**
At Deepak Phenolics, we use **LIMS for quality inspection**. It is essential in the chemical industry for generating Certificates of Analysis (COA) that accompany product dispatches. In the legacy system, the **lack of integration between LIMS and Oracle** created several challenges. Quality results were not stored in the ERP, and **customer specific COAs had to be manually created**, which was time-consuming and prone to errors. We use to take 15-20 minutes time to generate one COA. This manual process led to delays in dispatch and reduced overall operational efficiency.	With Project Samruddhi, we have integrated **LIMS with SAP Quality Management**. SAP QM's native functionalities, such as inspection lot creation, usage decisions, and result recording, allow us to access quality reports directly within SAP. Additionally, we have **fully automated the Certificate of Analysis (COA) process** in SAP. Customer-specific **COAs can now be printed with a single click**, and a unified screen has been provided to print all dispatch-related documents in one go. This has significantly streamlined and accelerated our delivery processing, improving overall efficiency.	• **Faster COA** Generation • **Improved Accuracy** • **Streamlined Dispatch** • Better **Customer Satisfaction**

Coal Handling

In order to ensure smooth steam production, coal must be purchased and consumed. However, coal **procurement agreements are based on the Gross Calorific Value (GCV) of the coal**. During the quality inspection process, we assess whether the coal's GCV aligns with the agreed specifications. At the end of each month, we calculate the average GCV to determine any variance from the contract. If the **supplier fails to meet the agreed GCV**, a **debit note is issued** to reflect the shortfall.

High-grade coal possesses a higher GCV and calorific value. **Boiler's (Steam Production Resource) production efficiency is affected based coal GCV.** As such, it is essential for us to measure coal consumption not only in Metric Tonnes (MT), the standard purchasing unit, but also in terms of its kilocalorie (KCal) content. This **dual measurement is critical** for accurately evaluating coal quality and its influence on overall production performance.

Process Before

In the legacy process, significant **manual effort was required to calculate the debit note** amount due to the system's **lack of clear segregation of coal materials based on varying GCV levels**. Additionally, coal was procured from multiple vendors, and the agreed GCV for each vendor was tracked separately in Excel sheets. Quality inspections were conducted in a satellite system (LIMS), and the results were manually transferred into Excel for further processing. Once the data was compiled, calculations were performed manually and sent for approval via email. Only after approval was the debit note issued.

Moreover, there was **no mechanism to assess boiler efficiency**, as the system was unable to track coal consumption in both Metric Tonnes and kilocalorie units, limiting visibility into the relationship between coal quality and production performance.

Process After

Following the SAP implementation, coal is now managed through **GCV-specific batches** and corresponding **valuation types**. An **automated cockpit** was developed to seamlessly **capture quality inspection results**, including GCV, from the LIMS system into SAP via APIs.

With purchase order details and quality results integrated within the **SAP Coal Handling Cockpit**, users can easily validate calculations and initiate approvals through a custom, flexible workflow. Upon approval, an **automated debit note** is generated against the original purchase order and sent to the vendor.

Additionally, coal is now tracked using a **batch specific unit of measurement**, leveraging **SAP's Active Ingredient** concept. This allows us to monitor coal in both Metric Tonnes (MT) and kilocalories (KCal). Thus allowing business to calculate boiler efficiency.

Discounts Provisioning

In order to ensure smooth discount process, System should be able to give the discounts provisioning automatically. At the end of each mon

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Process Before

In the legacy process, **discount management for distributors, dealers, and customers was conducted manually**. Monthly, quarterly, and annual discounts were **meticulously recorded in Excel spreadsheets** and tracked against each shipment, resulting in a **labor-intensive and time-consuming operation**.

Each month, an entire day was dedicated to calculating discounts for each distributor, dealer, and customer per their contractual agreements. This was followed by the issuance of individual credit notes, which further **consumed resources and caused delays, ultimately impacting customer satisfaction**.

Moreover, the approval process for these credit notes was performed **outside the system**, necessitating **physical signatures on paper**, which added another layer of inefficiency.

Process After

Following the SAP implementation, discounting is now managed through the system using **settlement management**. Discounting master data is maintained in the Microsoft Dynamics CRM system and transferred to SAP via **Odata APIs**. Once the discount masters are approved, they are activated through another API call, which also activates the corresponding contract in SAP.

These contracts are structured to allow discounts to be applied to groups of companies. Discount provisioning is performed on a per-invoice basis within the system. Additionally, a solution has been provided that enables users to select which customers, distributors, or dealers should receive discounts, and **the system automatically creates the credit notes** and **reverses the provisions**.

Using **flexible workflows**, the approval process is handled entirely within the system, eliminating the need for manual intervention in these activities.

Business Impact – Benefits and Outcomes

Benefits

- **Real-Time Operational KPI Monitoring**
  With the implementation of embedded analytics, we now have real-time visibility into key operational KPIs such as Customer Ageing Analysis, Sales Volume, Days Beyond Payment Terms, and Future Payables, etc. This real-time insight enables data-driven decision-making and more effective management.

- **Profitability Visibility**
  The implementation of COPA has significantly enhanced our visibility into profit statements at product, customer and sales location level. We can now drill down into detailed COGS (Cost of Goods Sold) breakdowns, providing better insights for decision-making around contribution and profitability management.

- **Audit Trail Strengthening**
  By automating various processes, we have substantially reduced our reliance on manual calculations. Examples include 100% inventory valuation within the system, automation of sales discounting, procurement formula pricing, and auto-debit notes based on coal GCV. This automation has strengthened our audit trail and reduced manual errors.

- **Compliance Reporting**
  Automated processes for GST calculation and reporting, TDS calculation and reporting, and Income Tax depreciation have enhanced our compliance capabilities, ensuring accurate and timely reporting without manual intervention.

- **Comprehensive Supplier Intelligence**
  With centralized supplier data in SAP Ariba, we have a 360-degree view of supplier information. This has enhanced internal oversight, improved supplier communication, and enabled more strategic decision-making around sourcing and procurement.

- **Digitized and Collaborative Sourcing**
  The sourcing process is now fully digitized and streamlined through a centralized platform, promoting transparency and efficiency. Automated quote comparisons enable informed decision-making, while restrictions on event participation based on supplier status enhance supplier evaluation and compliance. Detailed audit logs also mitigate risk and support regulatory adherence. Technical and commercial bidding is fully integrated into the Ariba system.

- **Strengthened Credit Control**
  The implementation of system-driven credit checks has reduced revenue leakage, enhancing the robustness of our credit control processes.

- **Seamless System Integration**
  Our sales processes are now seamlessly integrated with satellite systems like CRM, TEG, KPMG, Ricelake, and ABB through standard APIs, to the extent possible. This harmonized integration has been smooth, with no major issues impacting business operations to date.

- **Integrated Production Process**
  Our production process is managed within Honeywell's PAR solution, while quality management is handled through CYBIT's LIMS tool. Post-S/4HANA implementation, both systems are now integrated, resulting in a unified source of truth across the organization, ensuring consistency in data and operational efficiency.

- **Governance and Risk Control**
  Compliance management has improved, with automated logs tracking sensitive access and usage. This automation enhances governance, mitigates risk, and strengthens control over sensitive operations.

Outcomes

- **Optimized Chart of Accounts**
  The Chart of Accounts has been streamlined, reducing the GL count from 2,000 to approximately 600. This optimization has enhanced control and improved financial reporting efficiency.

- **Improved Sourcing Cycle Time**
  The turnaround time for sourcing requests to approval has been reduced by around 16 days, significantly accelerating procurement processes and improving operational efficiency.

- **Contract Management**
  The need for manual contract reporting, such as tracking off-contract spending, contract expirations, and unused contracts, has been fully eliminated through automation.

- **Consumption-Based Planning**
  An automated MRP run now occurs without human intervention, reducing the MRP PR creation time from 15 days to just 1 day. This has substantially minimized stock-out scenarios and improved inventory management.

- **RGP and NRGP Process Integration**
  The integration of RGP/NRGP processes with gate entry systems has reduced manual and multi-point data entry, improving turnaround times. Request creation time has been reduced from 30 minutes to just 5-7 minutes.

- **Seamless CRM and S/4HANA Integration**
  Data entry times for Sales Contracts, Sales Orders, and Delivery Orders have been reduced from 2-3 minutes per transaction in the previous ERP to just 30 seconds in the current system.

- **Order Amendments and Closures**
  Order rejections due to user errors have decreased by approximately 2%, thanks to improved process accuracy.

- **Service Level Agreement (SLA) Management**
  Escalations are now triggered at the right time, ensuring more effective complaint management. The average time to close complaints has been reduced to within 15 days.

- **Reengineering Sales Return and Stock Transfer Processes**
  Manual data entry in the Sales Return processes has been eliminated, reducing monthly human effort from 2 hours to just 20 minutes. The Stock Transfer Order (STO) process completion time has dropped from 2 hours to 2-3 minutes in SAP, including approvals.

- **Paperless Transactions**
  Debit and credit notes, previously created manually, are now system-driven. The annual occurrence of 10-12 misplaced credit/debit notes has been completely eradicated.

- **EXIM Process Integration**
  The EXIM process is fully integrated into S/4HANA, enabling both transaction posting and reporting. This integration has saved 10 man-hours per month.

- **Improved Documentation in Supply Chain**
  The time required to generate pre-shipment forms, commercial invoices, and tax invoices has been reduced by up to 60%, streamlining the documentation process in the supply chain.

Experience

Management Experience

- The transition to S/4HANA has significantly improved reporting capabilities, enabling faster transaction execution and minimizing reporting delays. This has enhanced decision-making by providing real-time data.
- The entire migration from the legacy system to S/4HANA, including all cutover activities, was completed in under 20 hours without any disruption to business operations, showcasing seamless execution.

Customer Experience

- A customer portal has been developed in Microsoft CRM, integrated with S/4HANA. This has empowered dealers and distributors to access the ERP system from any location, enabling them to efficiently create sales contracts and orders.
- Customer satisfaction has improved due to increased transparency, as they can now track the status of their orders via the Customer D365 application.
- Customer finance and marketing teams have direct access to customer ledgers.
- Complaint-logging tool has been introduced, further enhancing customer service.

Supplier Experience

- Through SAP Ariba's Supplier Lifecycle Management, suppliers can now engage with us seamlessly. The self-service portal enables them to easily provide their basic information, participate in auctions, and gain transparent visibility into their status and interactions. This enhanced connectivity and streamlined communication have significantly improved supplier collaboration and overall experience.

Transporter Experience

- Transporter onboarding is facilitated through the satellite system - tEG.
- Transporters are given access to raise invoices against lorry receipts via tEG, which is fully integrated with SAP S/4HANA. This has significantly improved the processing of transporter invoices, increasing transporter satisfaction level.

End User Experience

- The project was fully delivered on SAP Fiori, providing end users with an intuitive, user-friendly interface, mobile access, and easy navigation of operational KPIs.
- Leveraging Key User Extensibility, necessary screen enhancements and custom logic have been implemented, allowing automatic population of basic fields, further streamlining day-to-day tasks for users.

Future Impact

As we look toward the future, Deepak Group has ambitious plans to expand its capabilities by bringing more companies into the SAP landscape and leveraging advanced SAP solutions like Group Reporting, Integrated Business Planning (IBP), and SAP ISLM (Intelligent Scenario Lifecycle Management). These initiatives are aligned with the company's long-term vision of becoming a data-driven, agile, and intelligent enterprise that continuously adapts to market demands while optimizing profitability and efficiency.

Strategic Vision:
- **Consolidated Financial Reporting with SAP Group Reporting**:
  By incorporating SAP Group Reporting, we will achieve a unified platform for consolidated financial reporting across all companies, enhancing transparency and enabling real-time insights. SAP Group Reporting will also allow for more accurate financial consolidation and a clearer view of the company's financial health, supporting future growth and improved profitability.
- **Optimized Supply Chain with SAP IBP**:
  SAP IBP will empower us to better align supply chain planning with business strategy, leveraging real-time data and predictive analytics to optimize production, demand forecasting, and inventory management. This solution will not only reduce operational costs but also improve our ability to respond to fluctuating market conditions. The long-term impact will be more resilient supply chains, better customer service, and a stronger competitive position, driving sustainable revenue growth.

Impact on Future Revenue and Profitability:
- **Revenue Growth**: With the integration of new companies into a single SAP instance, we will streamline operations, reduce overhead costs, and enhance inter-company collaboration. The ability to make data-driven decisions across multiple entities will allow us to identify new revenue opportunities and optimize resource allocation, contributing to top-line growth.

New Ways of Doing Business:
- **Data-Driven Innovation**: We plan to leverage Machine Learning capabilities through SAP ISLM. This will enable us to continuously improve our business processes using intelligent insights, driving innovation across departments and helping us evolve into a truly intelligent enterprise.

In summary, this project represents a significant step forward in our transformation journey, positioning Deepak Phenolics as a more resilient, efficient, and intelligent enterprise, ready to seize new opportunities and deliver sustained value to all stakeholders
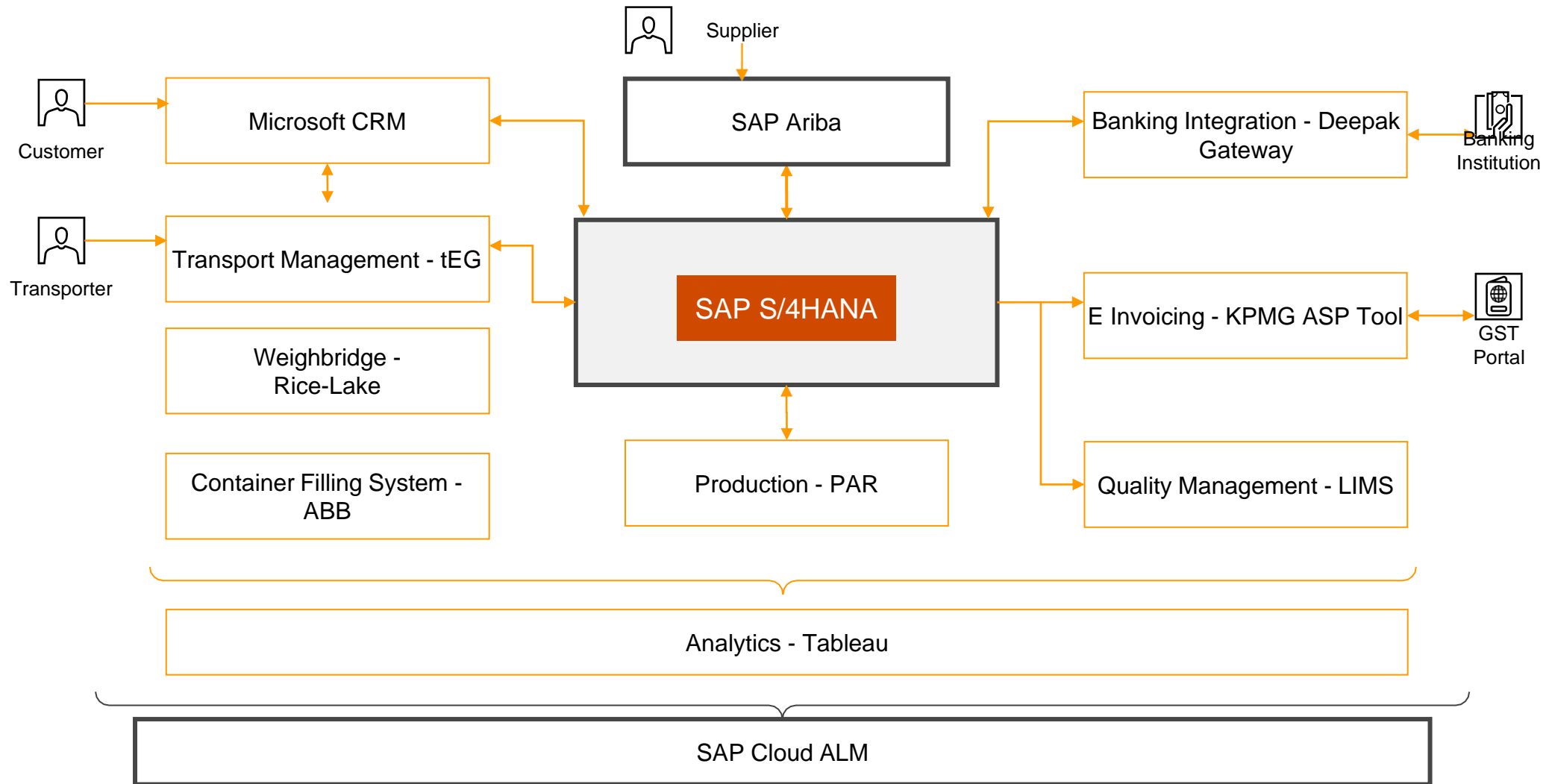
INDUS Presents
SAP ACE AWARDS
2024

Deployment status Live

Date November 01, 2023

Number of end users

Number of customers

Transaction Volume

SAP® technologies used:

	SAP product	Primary product	Deployment status LIVE or POC [proof of concept]	Contribution to project
1	**SAP S/4HANA**	Ⓧ	LIVE	SAP S/4HANA has played a pivotal role in the success of Project Samruddhi, serving as the core solution seamlessly interconnected with various satellite systems. It provided a unified platform for delivering consistent results across the organization. Additionally, S/4HANA native embedded analytics capabilities have been instrumental in transforming our benchmarking standards into actionable insights, driving data-driven decisions and enhancing overall business performance.
2	**SAP ARIBA**	Ⓧ	LIVE	SAP ARIBA has delivered a comprehensive, one-stop solution for Supplier Lifecycle Management, enabling the consolidation of supplier data to provide a holistic view and enhance decision-making processes. Its streamlined quote comparison system has significantly improved our sourcing decisions, fostering greater efficiency and better supplier management across the organization.
3	**SAP Cloud Platform Integration**		LIVE	SAP Cloud Integration Platform has enabled us to achieve our vision of creating a seamlessly integrated system, delivering added value to our business partners and significantly enhancing their satisfaction.

The following offerings from SAP Services and Support were utilized during the implementation or deployment phase

- ◯ SAP MaxAttention™
- ◯ SAP ActiveAttention™
- ◯ SAP Value Assurance
- ◯ SAP Advanced Deployment
- ◯ RISE with SAP for Industries
- ◯ Other:

- ◯ SAP Advisory Services
- ◯ SAP Customer Experience Solutions
- ◯ SAP Innovation Services
- ◯ SAP Innovative Business Solutions

- ◯ SAP Preferred Success
- ◯ SAP Enterprise Support
- ◯ SAP Solution Manager
- Ⓧ SAP Cloud ALM

Contribution to the project

SAP Cloud ALM played a crucial role in the successful implementation of Project Samruddhi, supporting each phase from Prepare to Explore, Realize, and Deploy. We leveraged Cloud ALM's comprehensive features, including process authoring, requirement gathering, task management, test preparation and execution, and Quality Gates. This provided management with real-time visibility not only for S/4HANA implementation status but also status of other interconnected satellite systems, offering a holistic view of Project Samruddhi progress and ensuring informed decision-making, whenever it was required.

Rules

1. Projects that have won an SAP ACE earlier are not eligible. However, those who have filed earlier, but have not made it to winners list can still nominate. Fields in all slides of the pitch deck template are mandatory unless stated otherwise.

2. The business application featured in the submission must be primarily deployed in India, Sri Lanka or Bangladesh.

3. Entry must be submitted by 6 September 2024 11.30 PM IST. However, it is in your interest to submit it sooner than the due date.

4. An entry can be submitted by an SAP end user organization (SAP Customer) or the implementation partner on behalf of the SAP Customer. If the submission is made by the partner, an explicit written consent will be required to be submitted along with the entry.

5. Eligibility: For **all Categories**, projects that have gone live after July 1, 2022 are eligible.

Thank You