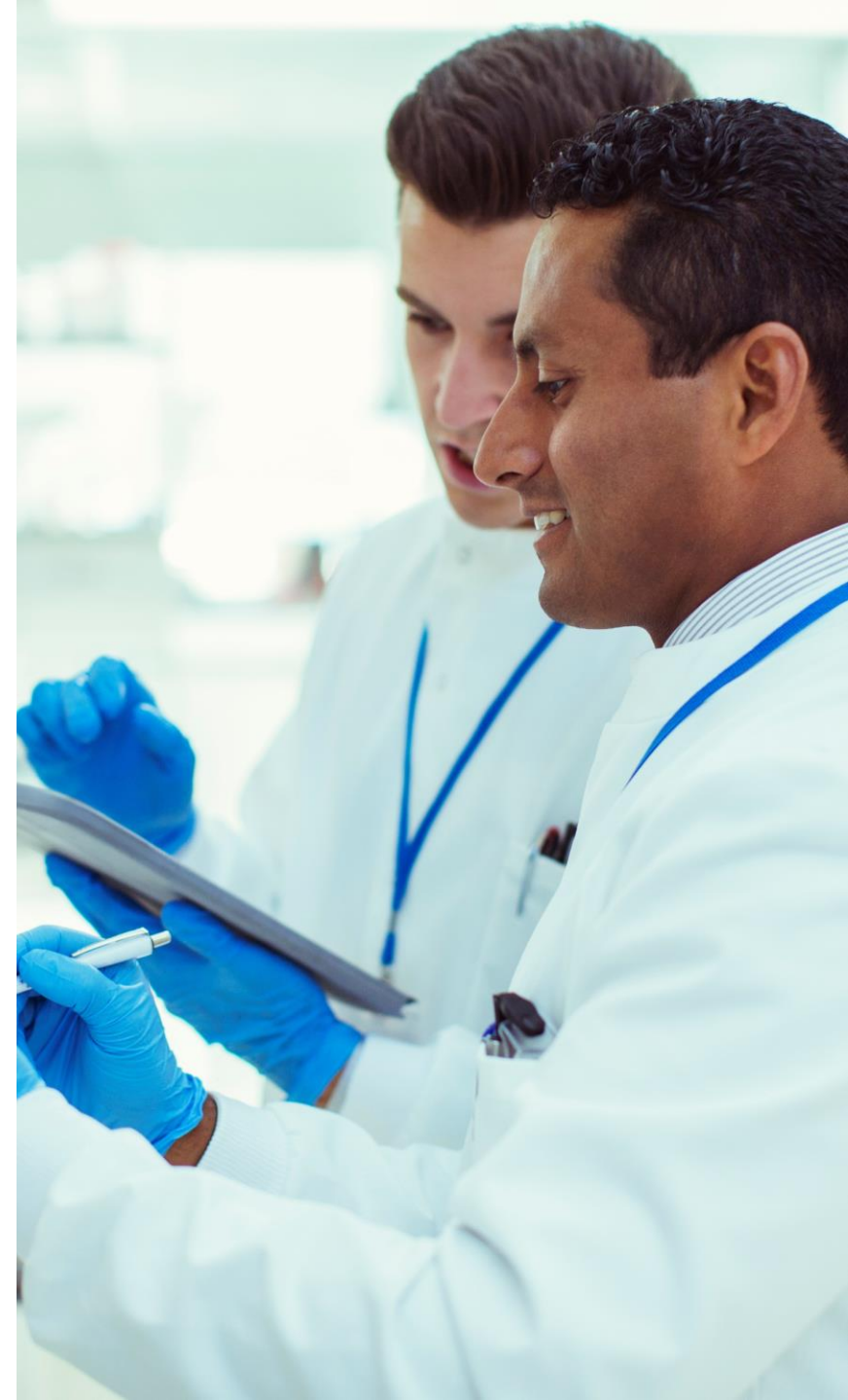


How Can a Digital Transformation Help **Drive the Future of Innovation** and Power People's Potential?

Providing value-added solutions that contribute to a **more sustainable planet**

Albemarle's purpose today is to make the world safe and sustainable. The company, founded in 1887, provides energy, electronics, and transportation sectors with innovative bromine, catalyst, and lithium solutions that promote safety, preserve resources, and change the way the world looks at energy. As part of its growth strategy, Albemarle wanted to **consolidate multiple ERP systems** and harmonize, simplify, and standardize its business processes. The company recognized this digital transformation was also an opportunity to build a platform for future innovation.



Enabling People with the Help of **SAP S/4HANA®** and Other **SAP® Software**



Before: Challenges and Opportunities

- Disconnected business processes leading to extended financial closings, manual shipping processes, time-consuming invoicing, and regional misalignments
- Highly customized legacy ERP system, multiple operational back-end systems, and assimilating a recent acquisition highlighted the need for simplification
- Inability to upgrade existing platforms and a lack of support for future innovation

Why SAP

- Comprehensive end-to-end business processes based on industry best practices delivered with an improved user experience
- Fulfillment of business requirements without the need for extensive application customization
- Commitment to the chemical industry and the development of industry-compliant solutions
- Continued investment in innovation that supports the company's long-term growth strategy
- Design review for critical processes and integration validation guidance provided by SAP MaxAttention™ services
- Partnership with SAP and the extended partner ecosystem as a critical success factor

After: Value-Driven Results

- Improvements in operational and employee efficiency across the organization
- Single source of real-time insights with consistent, enterprise-wide reporting for improved decision making
- Faster reaction time with more accurate information for navigating the global COVID-19 crisis
- Improved logistics due to automated compliance and integrated trade and transportation processes
- Increased employee safety through automated work orders for risk mitigation
- Reduced spend leakage from negotiated contracts with approved suppliers

“With the deployment of SAP S/4HANA and other SAP solutions, we have a **modern platform** that integrates all our businesses. This was a core strategic objective in our transformation and fulfilled our desire to pave the way for future innovation.”

Larry East, Vice President Business Transformation, Albemarle Corporation

18 Months **>95%**

From the start of the program to the first deployment, followed by a flawless upgrade

Use of standard processes in SAP solutions, with zero core code modifications

One

Version of the truth across the enterprise

5,000

Global users

Albemarle Corporation
Charlotte, North Carolina
www.albemarle.com

Industry
Chemicals

Products and Services
Global producer of lithium, bromine, and catalyst solutions

Employees
~5,900

Revenue
US\$3.3 billion

Featured Solutions and Services
SAP S/4HANA and other SAP software



Business Process Excellence with the Intelligent Enterprise

Albemarle's focus on business transformation guided their digital program and continues to power their people's potential. Deploying industry best practices has enabled standardized and streamlined business processes, improving user productivity and efficiency.

For example, automated processes reduce order entry time, manual errors, and re-worked sales orders which reduce the order lifecycle. Customer service is improved, more deliveries are fulfilled on time, and cash flow is enhanced. A single source of data improves shipment visibility, reduces expedited shipment cost, and enables a stronger customer experience.

Albemarle's ability to reduce complexity has resulted in improved data driven decision making through real-time and global analytics. This data also connects value chains across the ecosystem. For example, Albemarle leverages logistics data to improve carrier performance and data consistency ensures increased compliance across shipping processes.

Whether it's closing the books faster or translating global data into valuable insights, the Intelligent Enterprise at Albemarle creates business clarity and enables business value.



Delivering a **Modern and Efficient IT Platform** to Support Future Innovation

Albemarle is executing their digital transformation program with an eye on the future. While the primary objective was to enable tangible business improvements, senior leadership recognized the opportunity to implement a modern and efficient platform which provided the flexibility and agility to respond to possibilities of tomorrow. Equipped with improved user experience and enhanced system performance, Albemarle business users are ready for any challenge.

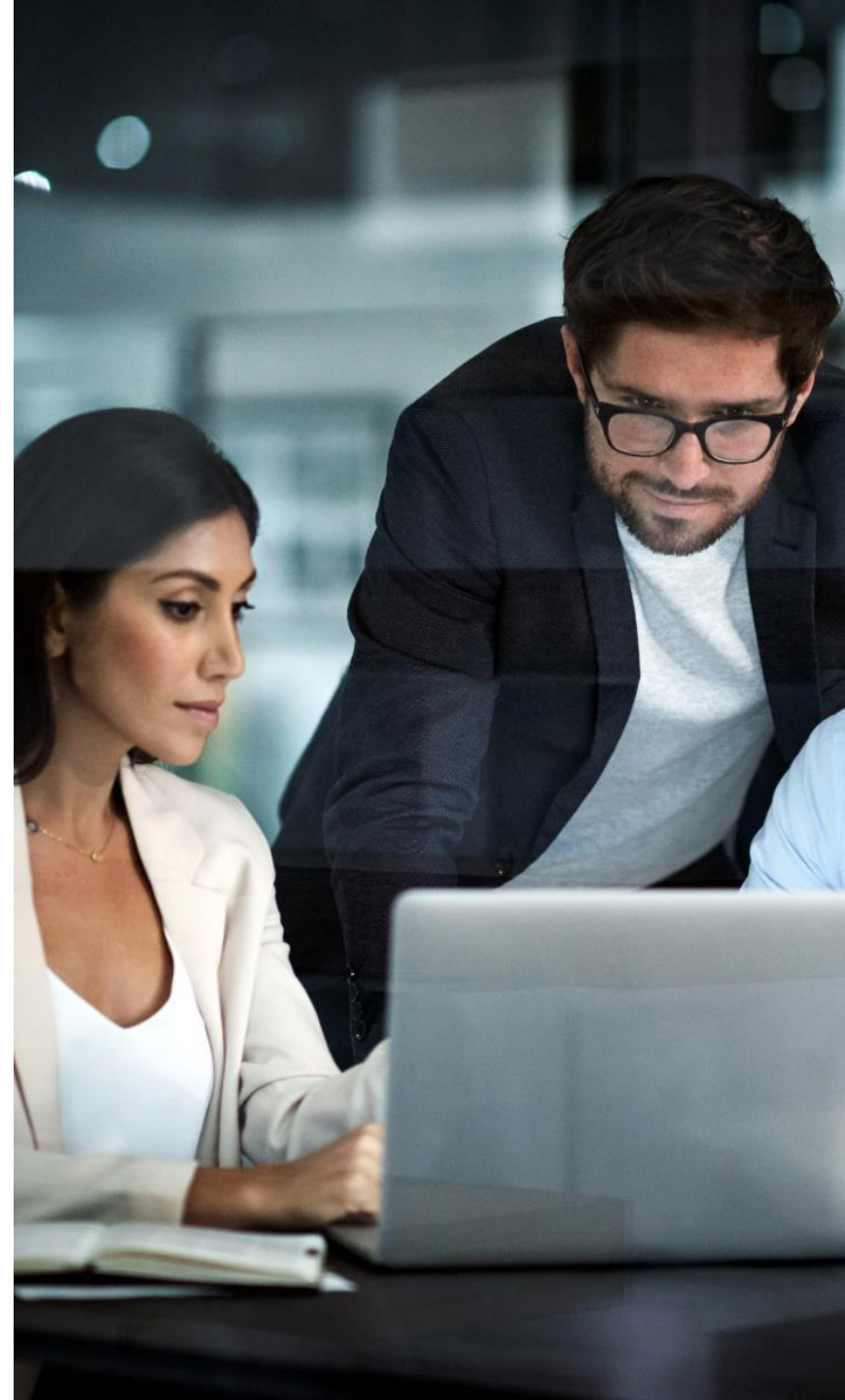
The focus on simplification and standardization extended beyond business process and into every aspect of the digital core. With the initial rollout producing a simplified landscape containing minimal customization, Albemarle was able to easily and quickly upgrade to SAP S/4HANA® and take advantage of new innovations, all while reducing overall IT support costs.

Enhanced data management and governance procedures have provided users with reassurance that the information they are consuming is both current and accurate, and the confidence to know they are making the best decisions based on a single source of the truth.

“Data is the new gold in the world, and with SAP S/4HANA, we are mining this gold as we **set our organization for the future**, enabling our company to leverage world-class technology and drive best-in-class business capabilities.”

Larry East, Vice President Business Transformation, Albemarle Corporation

THE BEST RUN



Featured Solutions and Services

With the help of **SAP® Services and Support**, Albemarle built an intelligent enterprise with **SAP S/4HANA®** and other **SAP software**. This implementation included:

- SAP Global Trade Services
- SAP Transportation Management
- SAP Environment, Health, and Safety Management
- SAP S/4HANA solution for product compliance
- SAP Portfolio and Project Management
- SAP Treasury and Risk Management
- SAP Ariba® solutions
- SAP Integrated Business Planning for Supply Chain
- SAP Concur® solutions
- SAP HANA®, enterprise edition
- SAP Master Data Governance
- SAP governance, risk, and compliance solutions
- SAP Business Technology Platform
- SAP MaxAttention™ services

THE BEST RUN

