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Asian Paints: Transforming from Paint Chemicals to Decor Using Cutting-Edge Enterprise IT

Asian Paints Limited has been at the forefront of paint innovation for 75 years. From small beginnings in 1942, it has grown into one of the top 10 global paints and coatings companies, with 26 plants and customers in more than 60 countries. Driven by an innovative spirit and by market trends, Asian Paints is transforming to become a provider of décor products and services. Powering this transformation, is a single instance of SAP S/4HANA® for Indian and international operations as well as the SAP® BW/4HANA® solution for data warehousing. It is also scaling manufacturing operations using the SAP Extended Warehouse Management, SAP Manufacturing Integration and Intelligence, and SAP Manufacturing Execution applications, supported by SAP Services and Support offerings. The result is **a digitally unified group**.

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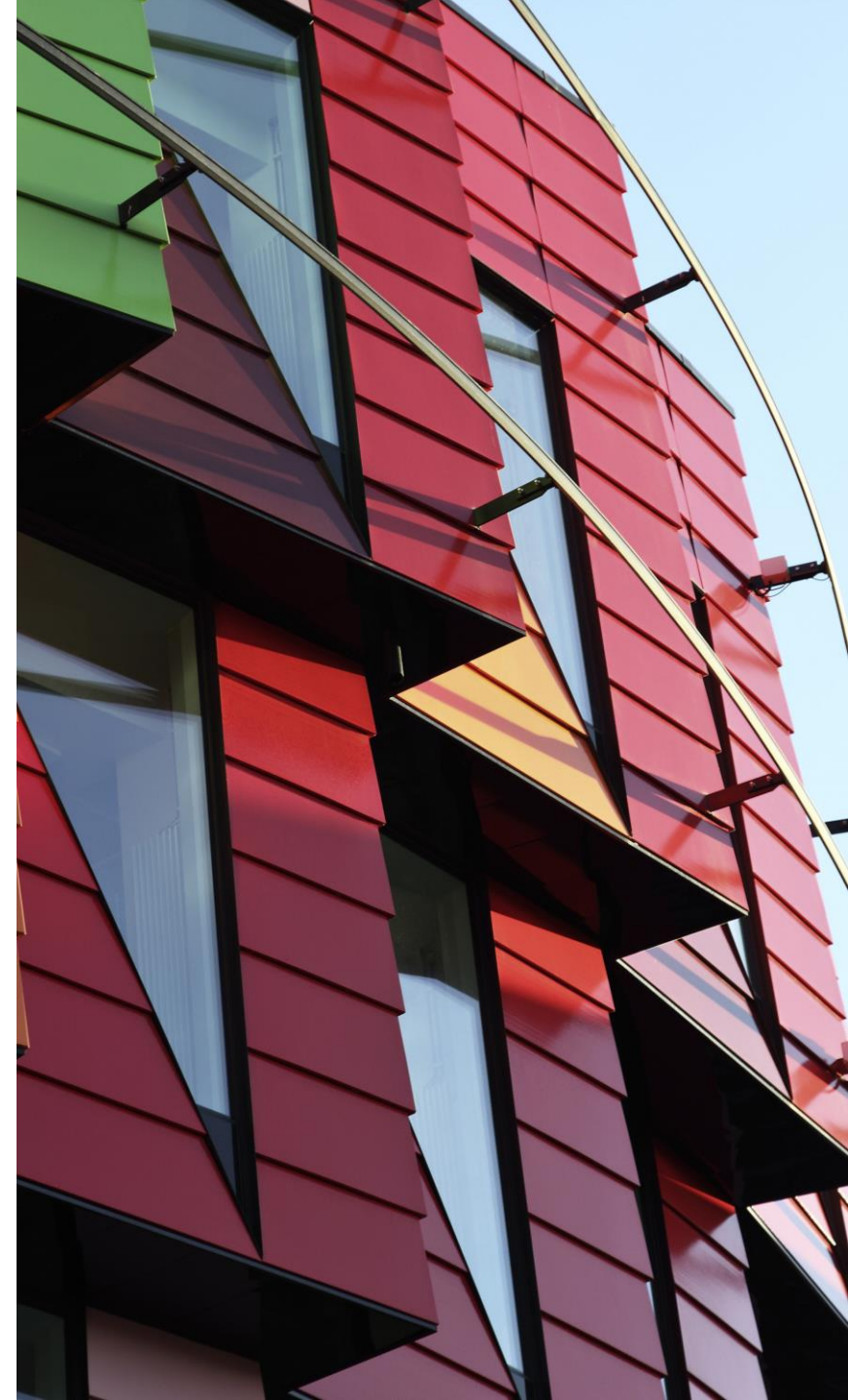
Transforming and Improving Operations with
SAP S/4HANA® and SAP® BW/4HANA®

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Before: Challenges and Opportunities
- Multiple instances of the SAP® ERP application and other systems, leading to inefficiencies and nonstandard business processes and practices across the group
- Need to respond to changing market conditions
- Difficulty consolidating financials and reporting at the group level
- Challenge in analyzing both structured and unstructured data

Why SAP
- Consolidation of ERP systems, with a single global instance of SAP S/4HANA® as the core ERP
- Simpler, more flexible enterprise data warehousing using the SAP BW/4HANA® solution
- Digitalized manufacturing with the SAP Extended Warehouse Management, SAP Manufacturing Execution, and SAP Manufacturing Integration and Intelligence applications
- SAP Services and Support, which provides the expertise needed to realize transformational projects

After: Value-Driven Results
- Faster internal audit and closing processes
- Simpler, more-efficient maintenance of customer and vendor data
- Significant time savings by eliminating data reconciliation between finance and controlling
- Real-time credit checks, improving credit data accuracy and efficiency and reducing risk
- Greater manufacturing throughput with fewer resources
- Control of complex warehousing and material flow and well as unified packing-line automation
- Exception-based shop-floor operations with fast flagging of performance issues

"The move to SAP S/4HANA and SAP BW/4HANA is **key to our digital transformation strategy**. From planning to migration to going live, SAP Services and Support helped ensure our success."

Aashish Kshetry, Vice President – HR & IT, Asian Paints Limited

"We needed to **unify processes and data across the enterprise**. With a strong digital focus across group companies and lines of businesses, we wanted to provide the same level of experience and enhanced functionality across core business processes that are available to our India business users."

S. Ravi Venkatramana, Chief Manager – IT, Asian Paints Limited

20%–30%
Reduction in time and effort for closing activities

10%–20%
Faster finance and controlling reporting

Asian Paints Limited Mumbai, India www.asianpaints.com	**Industry** Chemicals	**Products and Services** Paints, decor, wallpapers, waterproofing, adhesives, and related services	**Employees** >7,500	**Revenue** US$2.7 billion

Featured Solutions and Services
SAP S/4HANA, SAP BW/4HANA, SAP Extended Warehouse Management, SAP Manufacturing Execution, SAP Manufacturing Integration and Intelligence, and SAP Services and Support

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Transforming the World of Paints, Decor,
and Business Operations

As India's largest and Asia's third-largest paint company, Asian Paints Limited operates in 15 countries and has 26 manufacturing facilities serving customers in 60 countries. A pioneer in paints, it has expanded its product portfolio to wall coverings, adhesives, water proofing, and more. It has also introduced many game-changing concepts, such as painting service kits, special-effects paints, and color-trend prediction solutions – just to name a few.

This kind of cutting-edge innovation has allowed Asian Paints to maintain its competitive advantage over the years. In addition to products and services, this includes using technology to best manage continually evolving business needs.

As the company pursues its ongoing transformation, it has strived to standardize processes enterprise-wide. It also wanted to maintain a single source of truth for business data, predict and quickly respond to changes in market conditions, streamline financial consolidation, and realize analytical visibility across the group.

To do this, it would require moving to a single, central core ERP by implementing SAP S/4HANA. It also meant achieving new levels of simplicity in data warehousing, including more-flexible data management, a modern user experience and ability to process unstructured data.

Largest
Paint company in India

"Our single, central digital core for Asian Paints Group – SAP S/4HANA – is powering the digital décor initiatives for both Indian and global operations, resulting in **quick and seamless adoption of our loyalty programs**."

Kevin Hill, Chief Manager – IT, Asian Paints Limited

Partnering with SAP to Pioneer New Technologies

Since it first deployed the SAP® ERP application nearly two decades ago, Asian Paints has steadily grown its SAP solution landscape and has been an early adopter of new SAP technology across various digital transformation initiatives. So when the time came to migrate SAP ERP, the SAP Master Data Governance application, and the SAP S/4HANA® Finance solution to **SAP S/4HANA**, Asian Paints turned to **SAP Services and Support offerings** to help. The plan was to complete the conversion in India and then roll out SAP S/4HANA globally over the following year.

Thanks to strong collaboration across diverse global teams at SAP, the SAP S/4HANA and SAP Master Data Governance conversion projects were completed in record time – less than seven months – making it one of the first and the fastest such migrations ever completed in India.

To simplify enterprise data warehousing, Asian Paints moved from SAP Business Warehouse (SAP BW) powered by SAP HANA® to the **SAP BW/4HANA®** solution – the first such conversion in the Asia-Pacific region. SAP Services and Support offerings were used to help replace obsolete functionality and redesign unsupported objects for compatibility. This included delivering complex, macro-embedded enterprise performance management templates in the SAP EPM solution and migrating to SAP Analysis software for Microsoft Office. Detailed planning resulted in a successful rollout with minimal business downtime.

Asian Paints is also using the SAP Extended Warehouse Management (SAP EWM), SAP Manufacturing Execution, and SAP Manufacturing Integration and Intelligence (SAP MII) applications to establish a strong, scalable, and configurable platform for digitalized manufacturing.

Streamlining Finance, Reporting, and Manufacturing to Improve Decision-Making and Increase Capacity

With SAP S/4HANA in place across India, Asian Paints now has the foundation to establish a **central core ERP for operations worldwide**. Since the conversion, it is already benefitting from:

- Less time and effort for closing because of improvements in fixed-asset accounting
- Faster reporting for finance and controlling groups, accelerating internal audits
- Huge reduction in time and effort for maintenance of customer and vendor data
- Significant time savings by eliminating data reconciliation between finance and controlling
- Simpler, faster material ledger closing using the material ledger costing cockpit
- Real-time credit checks, improving credit data accuracy and efficiency and reducing risk

- Real-time reporting and analytics on centralized data, providing a single source of truth for faster, better business decisions

SAP EWM, SAP Manufacturing Execution, and SAP MII are enabling **smart factories**, resulting in:

- The ability to scale manufacturing operations with far fewer resources
- Control of complex warehousing and material flow
- Unified orchestration of packing-line automation
- Exception-based shop-floor operations
- Resilient operations and offline capabilities through decentralized implementations
- Greater throughput and reduction in human error, thanks to mobile applications and barcoding solutions

"**Our SAP S/4HANA conversion and smart factory transformation have been a huge success**. We now have the confidence to extend these capabilities to global operations and sales warehouses as well."

M R Parasuram, Chief Manager – IT, Asian Paints Limited
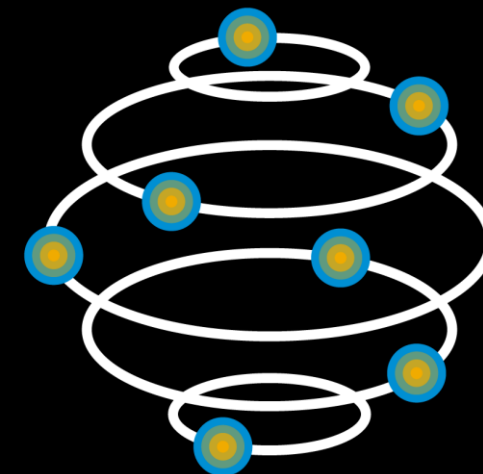
Preparing a Full Palate of Enhanced Data Management and Analytics

With SAP BW4/HANA, Asian Paints looks forward to major performance improvements and smoother data maintenance that will **simplify processes enterprise-wide**. Nine legacy systems have been converted and integrated using SAP HANA smart data integration, with 500 data flows (roughly 10,000 objects) converted in each to optimize flow and speed access to internal and external sources.

High-volume, real-time data processing mean fewer conversion transfers. And a new layered scalable architecture will simplify modeling and administration while improving job scheduling and monitoring.

Multitemperature architecture and partitioning capabilities using Apache Hadoop, business warehouse queries, Native SQL, and mixed scenarios with SAP S/4HANA will also be beneficial.

The SAP Business Planning and Consolidation application combined with prebuilt content libraries and a front-end switch from an SAP analytics add-in for Microsoft Office will help unify planning and consolidation and speed reporting.

Asian Paints will enable near-real-time data synchronization and better insight using the SAP Analytics Cloud solution (replacing IBM Cognos) and the predictive analysis library in SAP HANA.

With SAP S/4HANA and SAP BW/4HANA, Asian Paints will become a simpler, more intelligent enterprise, allowing the company to **improve quality and service and accelerate business growth**. And it will continue to count on SAP Services and Support every step of the way.

"Our SAP BW/4HANA conversion has **laid the foundation for modern analytics** with a modern data warehouse and the ability to analyze both structured and unstructured data."

Deepak Bhosale, General Manager – IT, Asian Paints Limited

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