PROCTER & GAMBLE
BUILDING A SALES ORDER COCKPIT USING COMMUNITY DEFINITION GROUPS AND ENTERPRISE SERVICES

QUICK FACTS

Industry
Consumer products

Revenue
US$83.5 billion

Employees
138,000

Headquarters
Cincinnati, Ohio

Web Site
www.pg.com

SAP® Solutions and Services
SAP® ERP and SAP Supply Chain Management applications

Key Challenges
- Improve productivity for all involved in sales order–related processes
- Create a tailored cockpit for resolving sales order issues
- Make cockpit extensible for future enhancements in order management
- Avoid custom development and retain standard SAP maintenance contract coverage
- Improve understanding of how to benefit from enterprise services
- Make connections and leverage shared knowledge with peers facing similar efficiency challenges

Ecosystem Engagement Highlights
- The Proctor & Gamble Company (P&G) and SAP spearheaded an initiative that employed community definition groups (CDGs) from the Enterprise Services Community (ES Community) program to create the sales order cockpit
- SAP marshaled, launched, and completed 7 CDGs in 15 months

Ecosystem Components Engaged
- ES Community definition groups
- 5 other customers involved with require-ments definition
- 3 system integrators and software solution partners offering key software technology expertise
- The SAP® Developer Network (SDN) community

Benefits
- Improved user productivity by integrating functionality that required many scattered transactions into a single cockpit
- Avoided the cost impact of custom development
- Remained compliant with provisions of SAP maintenance contracts
- Created connection to peers and leveraged shared knowledge to improve productivity

Lessons Learned
- Use enterprise services and CDGs to achieve the benefits normally associated with custom development without its disadvantages
- Tap the ES Community to find motivated peers at customer companies with similar needs and software solution partners with the technologies to address them
- Use SDN to obtain answers to specific questions and obtain valued insight via online collaboration

Next Steps
- Engage in pilot followed by full production use
- Participate in other CDGs such as one built around the SAP Customer Relationship Management application
- Continue active participation in SDN

SAP Ecosystem in Action Success Story
Consumer Products

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How does an SAP customer obtain an application precisely tailored for its needs while avoiding costly customization and remaining within the terms of its standard SAP maintenance contract? By engaging community definition groups comprising fellow customers and software solution partners from the SAP ecosystem along with SAP itself. The Procter & Gamble Company took this approach to build a single cockpit for managing all sales order–related activities that delivers substantial productivity benefits.

Background

The Procter & Gamble Company (P&G) is one of the world's premier consumer product companies, with one of the largest and strongest portfolios of trusted brands. Three billion times a day, P&G brands touch the lives of people around the world. P&G runs its business using SAP® software. Like any other company, P&G considers the processes surrounding sales orders vital to maintaining customer satisfaction and strong revenues. But sales order processing is complex. Before committing to delivery dates, users may face availability-to-promise and allocation issues. Expediting order delivery while maintaining efficient logistics often requires finding products in the distribution network, checking customer credit limits, obtaining sales approvals, moving materials to new locations as a mass change, and much more. To improve productivity for everyone involved in sales order–related processes, P&G conceived the notion of a sales order cockpit – a single monitor that supports the everyday activities related to sales orders.

Challenge

P&G wanted to create such a tool and tailor it to the company's precise needs without performing custom application development. So P&G approached SAP to find a way to accomplish this while retaining coverage under its standard SAP maintenance contract and without incurring substantial costs. SAP explained the concept of its Enterprise Services Community (ES Community) program, a gathering of customers and partners that together comprise a force capable of helping firms like P&G achieve their goals. Through a forum called a community definition group (CDG), customer ES Community members contribute their extensive experience to aid in requirements definition for an application, such as the sales order cockpit, while partners provide their SAP-certified applications that fulfill roles in its construction. Finally, SAP provides the key ingredients: a set of enterprise services that glue together SAP software and partner applications to form the ultimate composite application. Since all these contributions are built using standard SAP software, the final solution is fully compliant with the provisions of standard SAP maintenance contracts, relieving customers like P&G

Results

from concern about ongoing support. P&G was excited about the idea and allied in forming CDGs to turn the sales order cockpit concept into a reality. Together, the companies recruited five other consumer products firms with needs similar to P&G's, along with three software suppliers with relevant SAP-certified offerings to provide important functionality.

Over the course of 15 months, the team launched and completed seven CDGs that employed more than 20 enterprise services built on the SAP ERP and SAP Supply Chain Management applications to create the sales order cockpit. The solution can be readily extended by P&G for additional purposes, such as truck load optimization. Other end users can tailor it for differences in their own environments. P&G and others in the CDGs plan to begin pilot production use shortly and are already planning further business innovations to take advantage of SAP collaboration platforms and the SAP partner ecosystem that contributed so much on the sales order cockpit.

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