SAP Business Transformation Study | Chemicals | Döhler

# How Can You Bring New Ideas to Life and Grow Without Interrupting Daily Operations?

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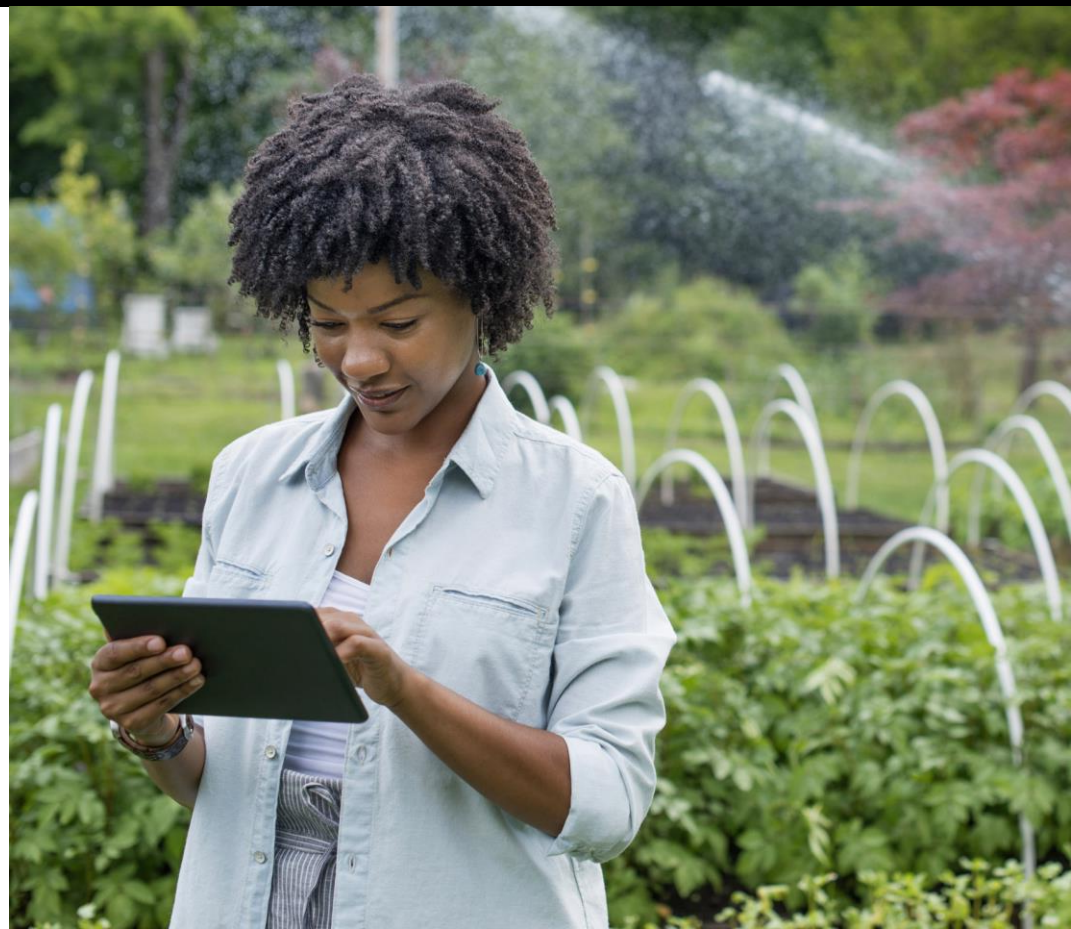
# How Can You Bring New Ideas to Life and Grow Without Interrupting Daily Operations?

Customers and consumers worldwide rely on the innovative food and beverage technologies created by Döhler. Founded by Lorenz Döhler in 1838 as a spice mill, today Döhler is a global producer, marketer, and provider of technology-driven natural ingredients, ingredient systems, and integrated solutions for the food and beverage industry. Döhler had run its operations on the SAP® ERP application since 1993, which resulted in a highly customized and specialized system with over 33,000 custom objects. To accelerate growth, Döhler needed to update this platform and automate its sales activities.

Working with pricing partner Vistex, Döhler deployed SAP S/4HANA®, the pricing option for the SAP Data Maintenance application for ERP by Vistex, and SAP Hybris® Sales Cloud solutions. After a smooth implementation project and with no disruption to normal business, it gained a highly integrated and intuitive lead-to-cash tool with native integration for SAP S/4HANA as the digital core. The tender management team can now handle larger tenders, and the company has a better overview of operations. This platform enables Döhler to run new business processes and create innovative business models that deliver even more value to partners and customers.



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“Our new platform will help us **simplify our finance and controlling processes** and increase transparency in supply chain and production, driving the trans-formation from a small or medium company to an upper-medium enterprise.”

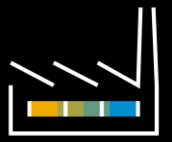
Dr. Marco Lenck, CIO, Döhler GmbH

Döhler strives to turn outstanding new ideas into real market success. Having implemented SAP S/4HANA®, the pricing option for the SAP® Data Maintenance application for ERP by Vistex, and SAP Hybris® Sales Cloud solutions, the company can now innovate even more rapidly for partners and customers.

500
Research and development experts

>700,000
Tons of products

130
Countries with active customers



32
Production sites

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# Creating Innovative Technology with SAP S/4HANA®

**Döhler GmbH**
Darmstadt, Germany
www.doehler.com

**Industry**
Chemicals

**Products and Services**
Produces, markets, and supplies natural ingredients, ingredient systems, and integrated solutions for the food and beverage industry

**Employees**
5,500

**SAP® Solutions and Services**
SAP S/4HANA®, SAP Fiori® user experience, SAP® Hybris® Sales Cloud solutions, SAP Preferred Care service, and SAP Data Maintenance application for ERP by Vistex, pricing option

**Food and beverage industry innovator Döhler strives to turn new ideas into real market success. With pricing partner Vistex, it deployed SAP S/4HANA across its finance, logistics, and manufacturing lines of business, the pricing option for SAP Data Maintenance for ERP by Vistex, and SAP Hybris Sales Cloud. Now Döhler can work faster with partners and customers to bring new ideas to market.**

**Before: Challenges and Opportunities**
- Speed up sales conversions and enable more-accurate growth projections
- Consolidate highly customized and specialized systems
- Deploy a solution that can handle larger business volumes
- Integrate a tool that can explode (break down) pricing details in the bill of materials and transfer the result into the standard quotation transaction

**Why SAP and Vistex**
- Availability of SAP Preferred Care, including four weeks of hypercare
- Proven in-memory database technology to simplify processes
- Close collaboration with third-party solution providers
- Long-term pricing partner in Vistex, which is fully embedded on a transactional level

**After: Value-Driven Results**
- Greater visibility with a 360-degree view of processes from all SAP solutions and transactions
- Increased efficiency with easy calculation of product lines
- Automated material master creation as part of the quotation process
- Enhanced ability to handle large tenders

**“We have chosen SAP Data Maintenance for ERP by Vistex because there are no comparable alternatives on the market. Together with SAP S/4HANA and SAP Fiori, it helps us respond faster to our customer requirements.”**

Dr. Marco Lenck, CIO, Döhler GmbH

**Featured Partner**

Vistex

**90%**

Automation of customer code conversion

**50%**

Reduction in time required for tender management

**Decreased**

turnaround time of the calculation of price simulations from several weeks to 3 days

Learn more ›

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