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Success Story

Decisively Enhancing the Standard

Trading Company Tyczka embosses SAP OGSD-Development / New Functionalities

The Tyczka GmbH & Co. KG aA in Geretsried, Munich, proved that a company with 20 employees can also benefit from a SAP®-solution. As a commercial enterprise for liquid gas, Tyczka depends on speedy order entries as well as a flexible logistic system. In the past Tyczka already learned to appreciate the advantages of a SAP-system. When it was time to replace their individual solution, an alternative presented itself that combined their tailored-made solution with a standard solution: SAP® OGSD, developed by Implico.

Parting with the old system was not that easy for Tyczka. "Over the years we enhanced our SAP-system and it worked really well." explains Dr. Frank Götzelmann, Managing Director and responsible for IT in the Tyczka-Holding. Like this, a unique solution with outstanding, highly efficient functionalities emerged. In 2003 Tyczka separated their commercial- and consumer transactions and the latter entered a joint venture with TOTAL; two independent companies were created, who both needed their own individual solutions. "In addition to that," Ralf Bursch, Assistant Vice-President and Manager Liquid Gas Division mentions: "our individual development wasn't fit for maintenance and releases anymore."

"We did some market research to find a business solution. Implico, being very close to that sector, had excellent references in the Oil industry." Dr. Götzelmann justifies their choice of service provider. "It was the combination of costs, consulting and functionality that

convinced us." Implico – development partner of SAP AG and responsible for SAP® OGSD (Oil and Gas Secondary Distribution) – also offered an unique advantage: converting the highly efficient functionalities that Tyczka knew from the customized design into an official SAP-standard. "In terms of a new system, we were technologically very open-minded. We were also willing to break away from SAP." says Dr. Götzelmann. "We, first of all, wanted our special functions like the telesales customer information, or the 'Best price calculation' again, if needed, as a customized design. The fact that we now have that in SAP again – as a standard solution – is so much better of course."

Rapid Implementation

First the customized Tyczka system was analyzed; it left the Implico-team enthused. "It was a customized system for business processes, it was great." says Implico Project Manager Rebecca Drenckhan. Then the transfer of the functionalities into the SAP-standard

followed, the installation and integration of the components into the Implico data center as well as the data migration. Apart from SAP® R/3®, SAP Oil and Gas and SAP OGSD, Implico also implemented an electronic archive (d.3 of d.velop) as well as the Crefo-solution of Command AG for the online credit assessment. In addition to that, a telephone system was integrated and a fax-server was set up that automates and accelerates the workflow. After about only seven months project run time, the new system was ready to be activated. "It was a particularly tight time-frame in which Implico realized an extremely complex project." praises the Tyczka Managing Director. "The problems were always solved promptly, partially night-work!" The results left the customer with a lasting impression. "Implico mapped our earlier system, with which we were very satisfied, explicitly, we can find all of our functionalities again." says Ralf Bursch.

Customer Information

The new, yet proven functionalities in SAP OGSD combined all the business- and IT-processes to a central level, exactly where it is needed. One of these levels is the front-end for the telemarketers, providing a user interface with all the necessary information, that are activated when the customers call. What and how much has the cus-

tomers taken? What is the credit line and payment history? At the same time a credit assessment in real-time takes place and safety mechanisms are activated when certain limits are exceeded. This functionality is enhanced through the integrated telephone system. The system immediately recognizes the caller, and informs the employee through pop-ups.

Highlight “Best Price Calculation”

Another example of the intelligent integration of back-office processes in front office is the “best price calculation”. During the sales conversation it already calculates the optimal scenario with the best possible margin. The system suggests from which depot, with which carrier over which route the order should be carried out. It calculates if trucks or tank railcars should be used, where it could be useful to combine it and how many vehicles will be needed. SAP OGSD optimizes the procedure in such a way that the company will benefit 100% from the assignment.

Ideal Process Innovation

The special functionalities of SAP OGSD are only possible because the system was developed in terms of “process innovation”. It is not about implementing software here or there or speeding up certain steps, process innovation is more than that; it is the installation of something new, something optimized. The biggest challenge is to forget the past and see the sequences as a whole. If the courage is

there to start all over and re-install all the processes, then it is possible to make use of the enormous saving potentials. Through the separation of the front- and back-office, SAP OGSD offers the basis to convert to process innovations and provide optimal support.

Outsourcing

In terms of operating the new system, Tyczka decided to take the secure and convenient way, outsourcing. The complete system, including SAP, archiving and other components, runs through the Implico data center. Only the telephone system is on site. “There are no alternatives to outsourcing.” explains Dr. Götzelmann. “We can’t afford and we don’t want our own IT-department. Now we have a standard system in a standardized data center, and that from one source.”

Even if further upgrades are not planned at the moment, Tyczka can still expand the solution. SAP OGSD offers the possibility to, e.g. integrate a Terminal Administration System; another option is the automatic exchange of loading data through MPKS.

Conclusion

“The project went well for all parties involved.” says Project Manager Rebecca Drenckhan. SAP OGSD gained very efficient, unique functionalities, Tyczka has an easy to maintain, standard system and Implico is happy to have another satisfied customer. Area Manager, Ralf Bursch: “We were very



satisfied with our old system. Implico managed to reproduce it.” Managing Director Dr. Frank Götzelmann agrees: “We have all the functionalities again, but as a standard. We realize that through the transfer we had to share some of the know-how only we had, but we are proud to have our standard system.” Even with fewer users, a SAP-system is very advantageous. With all the other solutions there is always the question: how much do they need to be adapted? “SAP for us – that really pays off!”



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Tyczka

The Tyczka Group

The Tyczka Group exists since more than 80 years. Together with the associated companies they cover several focal points of a service-oriented energy supplier and an efficient, fast-growing industrial gas company. For the application areas liquid gas, industrial gas as well as services, the individual companies offer their customers competent and high-performance solutions.

Implico

As an international consulting and software company, Implico has been helping customers from different industries with the optimization of their business processes for more than 30 years.

Projects are being implemented with comprehensive industry know-how as well as in budget and on time. Implico offers professional, integrated consultancy and implementation services from one source.

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