

## CUSTOMER CASE STUDY

# HELLA combines SAP WMS and Every Angle, achieving Clean Every Day on 15 SAP systems in 15 countries



HELLA is a globally positioned, independent, family-owned company with a history spanning more than 100 years. HELLA develops and manufactures lighting technology and electronic products for the automobile industry and has one of the largest retail organizations for vehicle parts and accessories in Europe. HELLA has one of the largest aftermarket organizations in Europe for automotive parts and accessories. The organization has its own sales companies and partners in more than 100 countries.

### HELLA and SAP WMS

The aftermarket division of HELLA has sales companies all over the world to get close to their market and customers. In the automotive spare parts business, speed of delivery is essential. Orders have to be shipped to the customers as soon as possible and, within the Netherlands HELLA even provides same day delivery. HELLA uses SAP WMS (Warehousing Management System) in order to manage its warehouses efficiently. HELLA added Every Angle to its SAP BI landscape that already included SAP BW. SAP Business Warehouse is a strategic tool taking care of strategically high level reporting and, since Every Angle is not a replacement for SAP Business Warehouse, but an additional analytical tool for SAP, the Every Angle software was added-on to SAP for daily analytics and operational improvements.

### Why the need for the Warehouse Improvement Project?

HELLA's SAP landscape is complex, which makes it a challenge to retrieve data from the system for daily operational activities. Every Angle links data across all business processes, enabling users to quickly see the status of their orders, which is critical to HELLA, as speed of delivery is one of the most important unique selling points of HELLA. After a Proof of Concept, Every Angle was able to show the power of the tool and how easily it connected to SAP. HELLA started the warehouse improvement project in order to improve logistics for every warehouse and for every sales and marketing company in the HELLA group. HELLA implemented Pick by Voice in the warehouse to deliver goods to customers

faster. The organization also reorganized the warehouse for logic picking of orders. The ultimate goal was "Clean Every Day": goods come in, are put away, orders come in, orders are picked and are shipped the same day. HELLA uses Every Angle on a daily basis to monitor and prove whether the different divisions achieve these warehousing goals.

### Management issues/challenges

HELLA management was looking for answers to questions such as:

- Can we measure warehouse performance on decentralized levels?
- Do we achieve Clean Every Day?
- Are we increasing efficiency in our warehouses?
- How can we motivate decentralized warehouses to perform better?

### Results

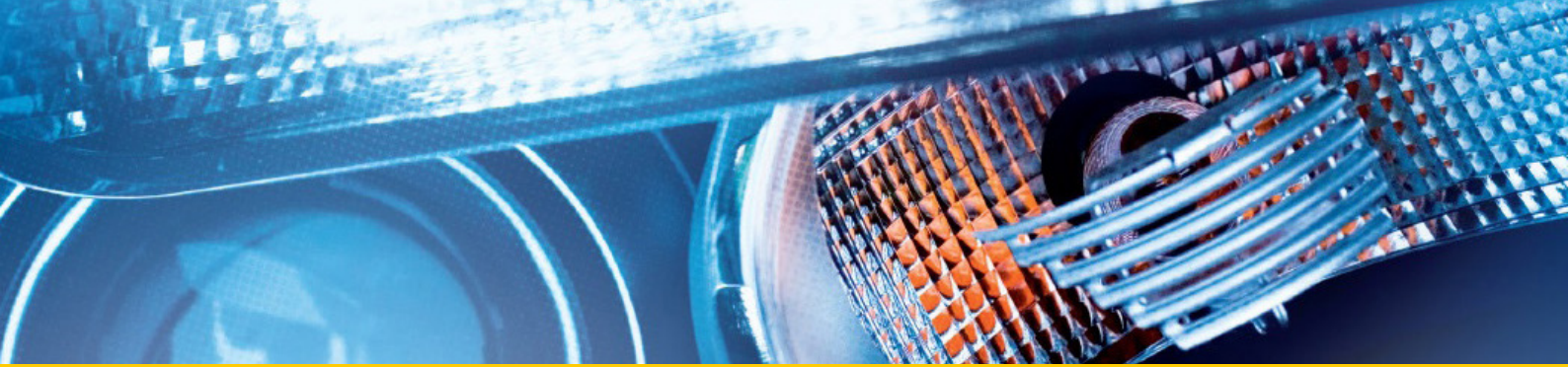
After implementing Every Angle, HELLA was able to:

- Delegate monitoring of warehouse performances to decentralized levels
- Have decentralized levels measure their own achievements
- Harmonize global warehouse data
- Improve master data quality.

### Examples

- **Centralized control over warehouse performance**

In the past, the centralized head office calculated the warehouse performance of each individual sales company. Since using



**“ Once you have standardized SAP, Every Angle can be used worldwide; one set of Angles can be used on 15 SAP systems in 15 countries ”**

**ALAN PARRY**

International Senior Project Manager at HELLA



Every Angle, HELLA has transferred the responsibility of checking its own warehouse performance to each individual sales company. By having this control, the sales companies are able to see their own performance and if this is not satisfactory, they can take immediate action to correct.

**• Standardization**

HELLA has created some Angles that can be used by every sales company, ensuring that the information in SAP is uniform. One set of Angles can be used on 15 different SAP systems in 15 different countries.

**• Achieving goals**

HELLA uses Every Angle to check Clean Every Day. As speed is so important in the automotive industry, business users can quickly research whether all goods received today are put away properly and whether all orders received today are picked and shipped today. Using the proper Angles, business users can develop a plan and take corrective action.

**• Better control of stock**

When a purchase order comes in for a non-stock item, this item has to be purchased immediately to fulfil this order. If the customer winds up cancel- ling the order, this item will remain in stock. In SAP it is difficult to see which cancelled sales orders belong to which purchase orders. With Every Angle it is easy to see this connection, which improves performance, especially at the end of the year, when dead stock has to be accounted for.



Alan Parry, International Senior Project Manager at HELLA  
“HELLA uses Every Angle and SAP WMS”



**Every Angle**

**Cross-process self-service analytics for SAP®**

Every Angle’s self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **‘know more and act faster’**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.