

Drylock: Standardizing Processes Globally to Meet Ambitious Growth Plans

Producing quality hygiene products including baby diapers, feminine hygiene products, and adult diapers since 2011, Drylock Technologies NV grew rapidly, making multiple acquisitions across the globe. This resulted in the company using various discrete ERP applications in multiple locations, limiting enterprise-wide visibility and its growth ambitions. Needing to **harmonize and standardize core business processes** using next-generation ERP, Drylock joined forces with Flexso NV to implement Intelligent ERP.



Creating a Foundation for Innovation and Growth with SAP S/4HANA®



Before: Challenges and Opportunities

- Scattered ERP landscape with seven different ERP applications across four continents connected to multiple local databases, hindering enterprise-wide visibility
- Lack of business intelligence integration, requiring manual, ad hoc reporting
- Inability to map stand-alone data sets to a common IT platform
- Need to connect primary statutory accounting and reporting to group valuation

Why SAP and Flexso NV

- Single source of truth, with access to financial data and insights in real time
- Comprehensive product traceability, with SAP S/4HANA® integrated with the SAP® Extended Warehouse Management and SAP Transportation Management applications
- Improved speed and quality of consolidation and reporting with the SAP BW/4HANA® solution
- Trusted and experienced team at Flexso guiding the project and leading the implementation with speed of execution and a focus on innovation

After: Value-Driven Results

- Improved operational efficiency and accuracy from standardizing processes and introducing one way of working and reporting
- Enhanced visibility in financial supply chain management, significantly lowering days' sales outstanding
- Optimized supply chain processes and implemented end-to-end product traceability, improving customer satisfaction

“Thanks to SAP S/4HANA, we are gaining a higher value contribution from our workforce by supporting them to **think and work in a uniform way** and communicate in the same language.”

Patrick Pittoors, Group ERP Director, Drylock Technologies NV

40%

Improvement in operational efficiency

15%

Reduction in days' sales outstanding

Featured Partner



Boosting Operational Efficiency and Accuracy with One Way of Working and Reporting

Creating innovative personal care products for daily comfort and care, Drylock Technologies NV is a family-owned company, manufacturing and distributing quality hygiene products including baby diapers, feminine hygiene products, and adult diapers. Established in 2011, the company has grown rapidly by combining a customer focus with product innovation and manufacturing excellence – boosting its revenue 10-fold in less than a decade.

Expanding across the globe through a combination of greenfield startups and acquisitions, the company is now active in 33 markets and has manufacturing plants in eight countries. Its rapid growth through multiple acquisitions resulted in a scattered IT landscape made up of seven discrete ERP applications, each connecting to multiple local

systems and databases. With each country using its own stand-alone ERP application, Drylock lacked enterprise-wide visibility and control, which hindered its growth potential.

Harmonizing and standardizing core processes

To realize its growth ambitions, Drylock needed to harmonize and standardize core business processes. Seeking to streamline its operations and create efficiencies while enabling **end-to-end visibility** across its enterprise, Drylock envisaged moving to a common IT platform built on intelligent infrastructure for ERP. Inspired by SAP's vision for the Intelligent Enterprise, Drylock searched for an experienced partner to guide it through its digital transformation journey.



98%

Of deliveries made on time and in full

Unifying Discrete Data and Creating One Source of Truth

Wanting a mature, end-to-end digital enterprise architecture with an easy-to-use interface and strong localization and legal coverage, combined with a strong road map, it was a straightforward decision for Drylock to select SAP S/4HANA® as its **next-generation ERP**.

Working with Flexso NV as its implementation partner, Drylock adopted SAP BW/4HANA® to consolidate data, while it integrated the SAP® Extended Warehouse Management and SAP Transportation Management applications to optimize logistics and increase visibility and control.

Making more on-time deliveries

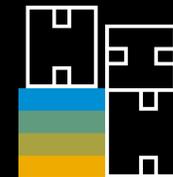
With the business relying on retail chains for distribution, it's essential for Drylock to make

More on-time deliveries. Using SAP Extended Warehouse Management, radio frequency scanning, and computer-to-computer exchange of business documents with SAP Process Orchestration software, Drylock is able to trace each movement within and between sites.

To support the technology rollout, Drylock leveraged the SAP Enable Now solution to smooth the adoption effort. This **e-learning software training platform** allows end users to train themselves, which is essential for a company such as Drylock. It has an IT team of just nine people and more than 600 employees to support. End users can now use SAP Enable Now for onboarding, training, and keeping up to date with the many advanced tools available in SAP S/4HANA.

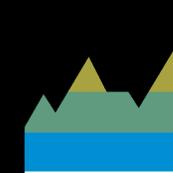
“Nowadays, we have full traceability from radio frequency scanning and the electronic exchange of business documents from source to store. In the event of a dispute, we can take immediate action and act quickly to **identify root causes** and resolve issues.”

Patrick Pittoors, Group ERP Director, Drylock Technologies NV



33%

Reduction in dead and slow-moving stock



20%

Improvement in inventory turnover

Focusing on **Innovation and Speed of Execution** with Flexso

Following new technologies and solutions closely and continuously investing in knowledge, Flexso NV delivers high-quality, tailored solutions. Part of the Cronos group, Flexso is an SAP gold partner and a center of excellence, giving it the capability to deliver comprehensive support for SAP environments.

Working collaboratively with the team at Drylock, Flexso led the business transformation, providing the technology expertise to solve project challenges and **guide the company through the implementation**. Drylock gained tailored advice and professional execution from a highly skilled team.



“Innovation has always been an important pillar for Drylock. For example, we were the first to develop the ‘fluffless’ thin diaper. Connected technology is a critical enabler of innovation at Drylock, and SAP together with Flexso have proven to be **valuable partners supporting us** in our mission.”

Patrick Pittoors, Group ERP Director, Drylock Technologies NV



Making More-Informed Decisions from Unified Data and Real-time Analyses

With the international rollout of SAP S/4HANA, Drylock has been able to establish one way of working across the group, improving core business processes and productivity while automating reporting and streamlining compliance.

Having successfully implemented Intelligent ERP, Drylock is using SAP S/4HANA as the foundation for standardized business processes and has established a **single source of truth**. This has lifted the company's operational efficiency and enabled it to harmonize communications with business partners. In turn, Drylock is now able to take advantage of SAP BW/4HANA for reporting

and to consolidate data from external sources, getting a single, unified view. Accelerating the company's financial and operational processes, decision-making at Drylock is now data driven.

Gaining real-time visibility into global transportation and shipping

Drylock has established stronger controls around traceability and is now able to trace each movement within and between sites. At the same time, the company has reduced transportation complexity between sites and to its retailers, enhancing freight, fleet, and logistics management with SAP Transportation Management.

“We now have **real-time profitability analyses** based on region, segment, and more. Financial and operational decisions of the group are unified, and we can justify them using centralized master data in a custom-designed account assignment model.”



99%

Reliability achieved in intercompany supply chain flows

Continuing Its Digital Transformation Journey Supported by SAP

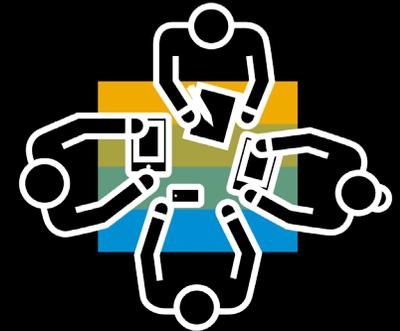
Following the successful go-live of SAP S/4HANA and SAP BW/4HANA in Spain, Belgium, the Czech Republic, and Russia, Drylock is pressing ahead with rolling out the next-generation ERP at its sites in Italy, the United States, and Brazil. During each rollout, Drylock is taking the opportunity to further optimize its template and automate where possible.

Taking advantage of the opportunities offered by modern technology, Drylock is continuing its digital transformation journey supported by SAP. As a next

step, Drylock wants to improve its forecasting and demand planning processes. To meet these needs, the company is in the process of implementing the SAP Integrated Business Planning for Supply Chain solution across one of its business units, and it plans to roll it out to the others in the near future.

Using a suite of intelligent and integrated solutions from SAP, Drylock is well positioned to realize its continuous growth ambitions.

“Our **inventory turnover improved markedly**, with 70% of our stock now younger than 60 days, compared to 50% before the implementation.”



30%

Less effort required to onboard end users

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Studio SAP | 74364enUS (21/04)

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