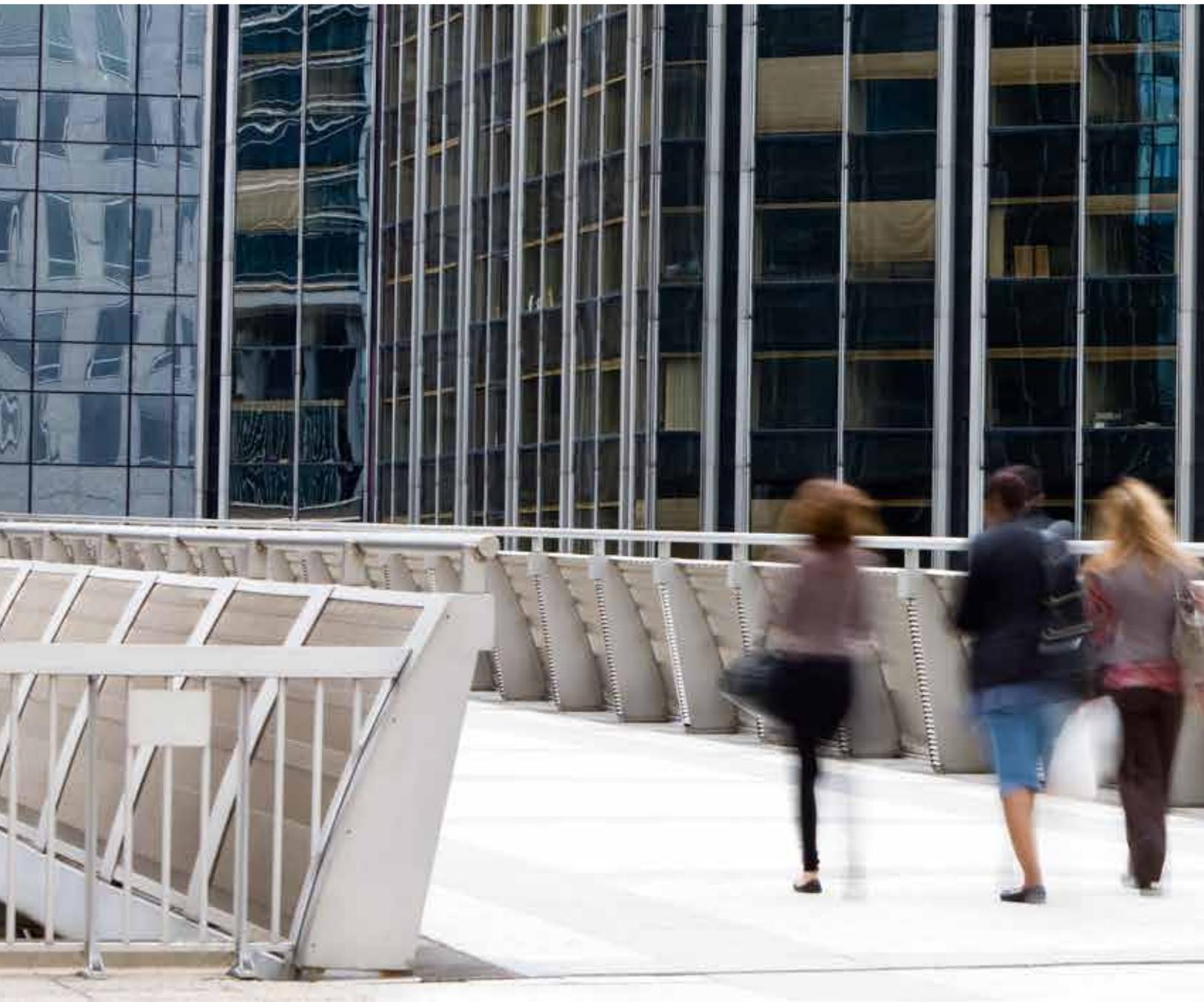




*Accelerating Sigma-Aldrich's
Transformation into a Real-Time
Enterprise: Marlabs' SAP UX
solution increases SAP HANA ROI*



Abstract

Sigma-Aldrich is a leading manufacturer and distributor of chemicals and other essential products serving laboratories as well as industrial and commercial buyers. The company's vision to become a real-time enterprise led them to embark on an ambitious project called SAP NEXT that entailed moving their entire Enterprise Resource Planning to HANA. However, faced with user experience limitations, they sought Marlabs' innovative approach to re-imagine the classic SAP user experience. Marlabs developed a UX platform based on SAPUI5 for around 60 applications and 700 modules. The suite of 60 cross-platform apps was created for mobile phone, tablet, desktop, and the Web across all the major business functions such as Sales and Marketing, Supply Chain, Research and Development, Distribution, Compliance, and Human Resources. Marlabs' solution provided a consumer-grade, mobile-first user experience for SAP and HANA transforming Sigma-Aldrich into a real-time enterprise. The solution has helped Sigma-Aldrich increase end-user adoption of the application substantially, thus increasing their return on investment (ROI) by a huge margin.

Client

Sigma-Aldrich is a leading enterprise in the high-tech life sciences industry. Focused on enhancing human health and safety, the company manufactures and distributes more than 230,000 chemicals, bio-chemicals, and other essential products to more than 1.4 million customers in research and applied labs as well as in industrial and commercial markets globally. With over 9000 employees across operations in 37 countries, Sigma-Aldrich clocked revenues totaling \$2.7 billion in 2014.

Business Context

Millions of researchers approach Sigma-Aldrich for data, components, and knowledge needed to conduct their experiments. Their chemical and biochemical products, kits, and services are used in scientific research, biotechnology, pharmaceutical development, diagnostics, and as key components in high technology manufacturing. Sigma-Aldrich also operates an eCommerce platform that offers 24-hour delivery in major markets.

The cutting-edge nature of the industry implies that all stakeholders must have real-time access to information. To address this, the company launched an ambitious initiative called SAP NEXT, an industry-first large scale Implementation of SAP HANA to transform Sigma-Aldrich into a real-time enterprise. But the user experience of SAP NEXT did not meet the client's requirements. SAP GUI had limitations and could only work with one back-end environment at a time. Users had to log in to each system separately (12 systems in total) and on-the-go scenarios were not possible. A fresh approach was needed to re-imagine the classic SAP user experience and make it mobile-friendly.

Marlabs Solution

Marlabs developed a consumer-grade, mobile-first user experience for SAP and HANA to transform Sigma-Aldrich into a real-time enterprise. The Marlabs solution—the SAPX Platform—provides our client:

- Unified, mobile-first user experience for end-users, simplifying the complex SAP landscape
- New-generation, consumer-grade, mobile-first user experience for corporate users
- Capability for real-time information and transactions combining online analytical processing (OLAP) and online transaction processing (OLTP) while leveraging the in-memory power of HANA
- Ability to completely realize the value of HANA and clearly visualize ROI
- Single sign-on to all the systems via the user experience applications

The SAPX platform was built using SAPUI5 encompassing 60 applications and 700 modules, which can be deployed independently or as add-ons to SAP Fiori. The suite of 60 cross-platform apps was created for phone, tablet, desktop, and the Web across all the major business functions such as Sales and Marketing, Supply Chain, Research and Development, Distribution, Compliance, and Human Resources (HR). Each module comprises multiple applications as well as personas that align with users' roles. Each application contains multiple inboxes, key performance indicators (KPIs), insights, notes, and control documents. There are 60 personas and 700 inboxes in the applications so far.

While this was the first end-to-end real-time enterprise enablement in the industry, the use of mobility in SAP user experience on an enterprise scale demonstrates another innovative facet of the engagement. Today, after the successful completion of the project, the Marlabs team is also working on a web commerce initiative with Sigma-Aldrich.

Benefits

In spite of the excellent business benefits and robust capabilities of SAP, many organizations choose other solution providers due to the limitations of SAP user experience. Marlabs' SAPX Platform helped our client to benefit from superior user experience without losing the power of SAP while leveraging the real-time capabilities of HANA.

The solution has helped our client achieve the capability to make real-time decisions and take instant action in a much more simplified manner,

even on the move. The key benefits include:

Simplified, yet powerful user experience: SAP provides a very powerful enterprise application with seamless integration across its modules. However, the complexity of the user interface and the lack of positive user experience have impaired adoption by end-users. Marlabs' SAPX platform simplified the transactional screens while providing a rich user experience enabling even novices to leverage the power of SAP.

Ability to respond faster: Users are able to obtain a 360-degree view of KPIs across almost all 700 modules. They can explore the KPIs in real time for real-time decisions and responses. The view of the entire organization through SAP Next UI with consumer-grade user experience has enabled faster response time and real-time decision making. Today users can access the enterprise on their mobile phones or tablets. A Google-like search experience allows them to search anything anywhere with real-time search experience across all modules. These capabilities have improved their ability to respond and act faster.

Superior decision-making: Users can view everything and visualize each step in context. They can completely customize what they want to see, mix and match data, and derive meaning. This allows them to gain quick and clearer understanding of information and processes. They also have access to advanced analytics, self-service business intelligence, insights, and predictions in all the modules to take well-informed decisions and to serve the customer better.

Improved collaboration: Real-time dashboards support the labels users create. Business cockpits are completely customizable and offer self-service options. Users can create notes, assign tasks to

others and attach documents, enabling greater collaboration in the context of every item.

Effective monitoring and reporting: The simplicity of user experience prevents the complexity of the back-end SAP systems from impacting efficiency adversely. This enhances and accelerates monitoring, reporting and actions.

Marlabs helps drive digital agility for our clients. We deliver innovative business solutions using digital technologies such as cloud, mobile, analytics, Internet of Things and social. With a dedicated team of over 2,100 associates, a network of delivery centers in USA, Canada, Mexico and India, and strong partnerships with industry leaders, Marlabs offers a wide range of IT services across industries. Through our emphasis on quality driven by CMMi, PCMM, ISO 9001-2000, ISO 27001 and SSAE 16 Type II best practices and a customer-centric client engagement model, Marlabs has achieved a dependable track record of meeting high standards of excellence in every customer engagement. This has resulted in several awards and recognitions, including being consistently ranked in the Deloitte Technology Fast 50 and Fast 500 programs. Marlabs is headquartered in New Jersey, United States.

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