


ARTDECO cosmetic GmbH, Karlsfeld, Germany

The Foundation for the Future – The Perfect Makeover with SAP S/4HANA Finance

 To appeal to our customers, we focus on progress. In addition to developing new cosmetic lines, we're committed to digital progress. With SAP S/4HANA Finance and itelligence's own solutions, we've optimized and enhanced our IT applications. Now we are ready for Digital Transformation.

Matthias Baurecht, Chief Operations Officer, ARTDECO cosmetic GmbH

Challenges

- Rapid company growth requires continuous automation and digitization
- Optimization of SAP-based business processes within logistics and master data management

Benefits

- Basis for the complete implementation of SAP S/4HANA
- Improved analytics capabilities thanks to in-memory SAP HANA database
- More efficient shipping processes with it.x-press
- System-based freight cost calculation
- Secure infrastructure for system operation
- Automated master data management in line with predefined rules in the SAP system

Solutions

- SAP S/4HANA Finance
- it.x-press shipping solution
- it.mds – master data simplified
- Managed Cloud Services (Hosting)

Why itelligence?

- Longstanding, trust-based partnership
- Long-term application support
- High level of process understanding in the pharmaceuticals and cosmetics sectors

Data processing

in real time

with in-memory
database technology





Established
foundation for
SAP S/4HANA

ARTDECO cosmetic GmbH – A Love of Beauty and an Innovative Concept

What began with a simple idea is now a world-renowned cosmetics label: Founded in Karlsfeld near Munich in 1985, ARTDECO has made it to the top of the German cosmetics market. The family-owned company, with more than 1,200 employees, produces high-quality cosmetics at affordable prices to emphasize the beauty of all women. In this case, the wide variety of colors, exclusive products and flexibly customizable Beauty Boxes are the secret to ARTDECO's success, allowing the brand to inspire customers in Germany and all around the world. Today, the brand is available at more than 8,000 beauty salons, 7,800 perfumeries, 500 department stores, and 100 duty-free shops in 78 countries.

The Perfect Makeover with SAP S/4HANA Finance – The Foundation for the Future

The introduction of SAP S/4HANA Finance in 2017 has set the course for further growth. The future-oriented solution provides numerous of finance-related functions and features. Based on SAP's in-memory technology, data is no longer stored on slower hard drives, but within the main memory. The significantly increased system performance allows a higher speed within analytics. Now, reporting processes are much faster and customer information can be processed and analyzed in real time. For ARTDECO, the reduced response time needed for read-outs of large volumes of data made a particularly important difference. With the further introduction of the logistics modules, ARTDECO will have completed its upgrade to SAP S/4HANA and will be ready for the next generation of the SAP Business Suite – before SAP discontinues support of legacy systems in 2025.

A wide Range of Products – A Facelift for System-Based Shipping Processes

In order to meet high demands, ARTDECO has to develop new product lines while continuously optimizing IT-based processes. In this sense, ARTDECO benefits from a wide range of solutions. With little impact on existing workflows, itelligence has introduced its shipping solution it.x-press. Thanks to the seamless connection of courier, express and parcel service providers, ARTDECO can now run its own B2C webshop independently. Also, other itelligence solutions contribute to a smoother overall shipping process: While it.x-packIT ensures efficient processes on the packing tables, it.x-freight charge calculates precise freight costs, allowing for reliable cost planning.

A Bright Future – Secure System Operation at the itelligence Data Center

Not only the development of new product lines, but also the operation with complex SAP systems requires experienced specialists. ARTDECO's secure system processes rely on the cutting-edge, high-performance data centers powered by itelligence's Managed Cloud Service. Hosting by itelligence allows ARTDECO to focus fully on its core business and count on more than 30 years of SAP expertise. In the near future, material master data will be entered automatically and in line with predefined rules and logics within SAP using the it.mds solution. The feature is crucial to help ARTDECO keeping track of its wide variety of products, in all their associated colors. In this sense, ARTDECO's digital future isn't just full of color. It's bright, too.

ARTDECO

Company:
ARTDECO cosmetic GmbH

Industry:
Life science (cosmetics)

Products:
Production of decorative cosmetic products

Number of employees:
Approx. 1,200 (2019)

Turnover:
MEUR 180 (2018)

Headquarters:
Karlsfeld, Germany

Website:
www.artdeco.de