

ARRI Group, Munich, Germany

# Great Cinema – Successful Premiere of New Business Processes with SAP S/4HANA



The constant transformation in IT also drives a traditional company like ARRI to go along with digitalization. Together with itelligence, we have opened a new chapter in IT with the introduction of SAP S/4HANA, so that we can keep pace with the market.

Dr. Marco Battocletti, Head of IT, ARRI Group

## Challenges

- Ambitious but failed attempt to convert to SAP S/4HANA
- Adaptation of in-house developments into the new solution

## Benefits

- Improved real-time analysis functions due to in-memory SAP HANA database
- Secure infrastructure for system operation
- Customized security of the SAP architecture
- Shorter innovation cycles thanks to easier introduction of new SAP solutions in the future
- Optimization of established processes
- Sustainability through access to innovations
- Improved user experience through innovative SAP Fiori user interface

## Solutions

- SAP S/4HANA conversion – brownfield approach
- Managed Cloud Services – secure management of applications in itelligence's private cloud
- Setup of a Fiori surface

## Why itelligence?

- IT full-service provider – single source
- High level of expertise from over 60 successful system conversions based on the Factory Model
- IT experts with extensive SAP S/4HANA know-how

Migration of  
**3,900**  
in-house developments



Customized  
system security  
through Managed  
Cloud Services

### Great Cinema – A Company with History

Two schoolmates once converted a manually operated cinema projector on an electric motor and added a self-made arch lamp as light source. At that time, they did not know that 100 years later, their company Arnold & Richter (ARRI for short), founded in 1917, should be honored 19 times with the technology Oscar in recognition of its innovative achievements for the film industry. Today, the company with its worldwide network of subsidiaries primarily produces film technology such as cameras, spotlights, lenses and other components and is active as a service provider within the film production industry. Innovation is also driven forward in-house. That is why ARRI relies on the expertise of itelligence – the Bielefeld-based IT service provider – when it comes to the conversion to SAP S/4HANA.

### Run the Film – Premiere after 6 Weeks

The desire for agility and performance is one of the main reasons why companies are planning their transition to the new ERP generation SAP S/4HANA very early. Most companies prefer the brownfield approach, i.e. conversion like a classic upgrade while retaining the usual business processes without major adjustments. The predominantly technically driven conversion requires explicit know-how and needs to be thoroughly prepared. After all, it involves the conversion of business-critical applications, usually within tight budget and time constraints. ARRI also made the experience how complex the conversion is. The company initially tried the conversion on its own and quickly realized how much specific know-how and internal resources were required for it – for this reason, the manufacturer called external support. Together with itelligence, the go-live was announced after only 6 weeks.

### World Premiere – SAP S/4HANA in Action

ARRI has already done preparatory work and independently migrated to the SAP HANA database. In doing so, the basis for the conversion has been created. The database migration was to be carried out parallel to ongoing operations without negatively affecting daily business – the short downtime required was successfully implemented in a previous project. As the previously used revenue recognition for sales and distribution (SD) in SAP S/4HANA was no longer available, the system converted to SAP Revenue Accounting and Reporting in a further pre-project. The subsequent complex conversion took place in 4 stages: Proof of concept, development, quality assurance and production startup. In the course of the project a total of over 3,900 in-house developments were integrated into the new solution, and additionally 30 company codes and 8 controlling areas were transferred.

### Camera on – For an Exciting Future

In close cooperation between itelligence consultants from Germany and the Conversion Factory from India, SAP S/4HANA not only streamlined processes, it also accelerated data analysis and modernized SAP applications. Compared to the previous version, the new solution is more user-friendly and can be adapted more flexibly. In addition, thanks to itelligence's Managed Cloud Services, the systems were put under the responsibility of the IT service provider. By choosing the private cloud, ARRI is relying on maximum security within the IT infrastructure. Due to the proactive management of the SAP applications, expenses can be reduced to a minimum and the operating risk can be lowered. Equipped with the new ERP solution for all areas and the precisely tailored services, business innovations can be better promoted in the future. This creates room for an exciting future.



**Company:**  
ARRI Group

**Industry:**  
Film technology products

**Products:**  
Camera & lighting systems for the worldwide film & television industry & more

**Employees:**  
About 1,400 (2020)

**Headquarters:**  
Munich, Germany

**Website:**  
[www.arri.com](http://www.arri.com)