


UDG United Digital Group GmbH, Hamburg, Germany

# SAP S/4HANA and it.service: Don't Leave Anything to Chance

 The implementation of itelligence's industry solution it.service has made our intercompany processes much easier. With S/4HANA Finance, we have successfully deployed a comprehensive range of finance functions from the new SAP landscape. itelligence has proved itself to be a fast-working implementation partner during every phase of the project.

Dr. Gisbert Grasses, CAO, UDG United Digital Group GmbH

## Challenges

- Over the years, a number of agencies have come together under the roof of UDG United Digital Group
- No standardized, cross-company system
- Numerous island solutions

## Benefits

- Simplification of intercompany processes and infrastructure
- Cross-company project controlling
- New functions and evaluation features with SAP HANA

## Solutions

- itelligence industry solution it.service
- SAP S/4HANA Finance
- itelligence AddOns it.approval and it.smartscan

## Why itelligence?

- Competence and experience with SAP HANA and S/4HANA



687  
users

4-month  
project  
runtime

## With the implementation of S/4HANA, UDG United Digital Group is also playing a pioneering role in the digitization of its own processes.

Lorenz Beckmann, Principal SAP HANA, itelligence AG

### Goal- and Outcome-Oriented

We live in a digital world. Interaction among consumers and brands has to be authentically networked, in dialog and in real time. To meet these challenges, the agency UDG United Digital Group develops customized digitization strategies and guides them to measurable success.

As an agency network founded in 2011 from the merging of nine specialist agencies, UDG United Digital Group is growing all the time and has asserted itself on the market as one of the leading full-service agencies with digital DNA. The combination of multiple agencies under one roof ultimately necessitated standardizing the IT system landscape. UDG United Digital Group commissioned itelligence AG from Bielefeld to implement a standardized and future-proof ERP solution.

At the beginning of 2016, after a project runtime of just four months, the itelligence project team successfully launched the long-established industry solution it.service for service providers on SAP HANA. The new ERP solution supports a range of internal processes, thereby contributing to the agency's success because UDG United Digital Group is now in a position to provide flexible and tailored solutions to individual customer requirements.

### The Right People Working on the Project

One of the key tasks of UDG United Digital Group is to find the right people for every project that it wins. it.service offers a range of functions for efficient resource planning. UDG United Digital Group is also planning to implement the user-friendly SAP Fiori

apps, which will allow employees to perform their tasks quickly and easily in a role- and process-based manner on a single, web-based interface.

And the itelligence AddOn it.smartscan helps UDG United Digital Group to optimize the digitization of documents by automatically scanning documents and posting them in the ERP system. The it.approval AddOn accelerates the approval process for important business documents. Both of these solutions help to reduce the amount of manual work involved, thereby reducing costs document by document.

### The New World of Accounting

Today, finance departments need to respond quickly in order to leverage real added value for their company. UDG United Digital Group has recognized this, too, and has taken the innovative step of implementing SAP S/4HANA Finance. As a result, UDG United Digital Group benefits from a state-of-the-art user experience and simplified architecture that accelerates the preparation of financial statements, ensures reporting agility, and promotes standardized and transparent planning and controlling processes.

UDG United Digital Group, which continues to enjoy strong growth, now has the perfect system landscape and, as a result, is ideally equipped to face the challenges of the future. This ensures that it is – and will remain – a leading agency and an outstanding partner to its customers in leveraging the opportunities of the digital transformation.

 United Digital Group

**Company:**  
UDG United Digital Group GmbH

**Industry:**  
Marketing and advertising

**Products:**  
Leading agency for digital brand management in German-speaking countries

**Number of employees:**  
More than 650

**Turnover:**  
EUR 69.3 (2015)

**Headquarters:**  
Hamburg, Germany

**Website:**  
[www.udg.de](http://www.udg.de)