

The background of the slide is a photograph of a large industrial warehouse. The space is filled with rows of heavy-duty steel beams and pipes, organized on green metal shelving units. The lighting is bright, highlighting the metallic surfaces and the organized structure of the inventory.

Aubert & Duval boosts performance by improving business management

Photo credit: Aubert & Duval | Text: Indaxel

Focus

The company

Objectives

Why SAP

Implementation

Solution

Benefits

Future plans

Company

Aubert & Duval

Headquarters

Paris

Business sector

Distribution of metallurgical products

Products and ServicesState-of-the-art metallurgical solutions
in the form of parts or long products**Employees**

3,500

Websitewww.aubertduval.fr**Partner**www.itelligence.fr

Aubert & Duval launched a project to overhaul the information system for its service and distribution activities. The SAP SCM solution was chosen for its functional coverage and ability to fulfil the company's business requirements. The solution was rolled out with the help of itelligence, a systems integrator. The results: more detailed traceability, improved visibility and use of inventory, and an optimised distribution network.



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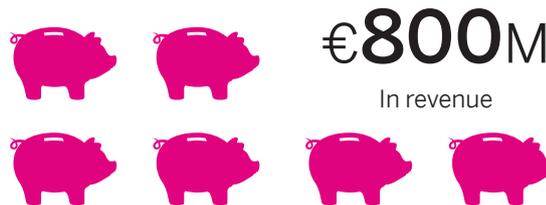
Benefits

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Aubert & Duval sets a course for a modernised information system

Part of the Eramet Group, Aubert & Duval designs state-of-the-art metallurgical solutions in the form of parts or long products for projects in the most demanding industries, including the aerospace, energy, industrial tooling steels, motorsport and medical sectors. Aubert & Duval's core business is developing, designing and hot processing (open-die forging, closed-die forging and rolling, casting or powder metallurgy) special steels, superalloys, aluminium alloys and titanium alloys.

The company has merged several times over the course of its existence, and so had a diverse range of information systems. SAP was selected in 2010 to implement a single, cross-functional ERP: SAP ECC6.



“Aubert & Duval's objective is to standardise all of the company's functions in this ERP. The upgrade began with the service and distribution activities, in particular the very specific sale-from-stock activity. We opted for the SAP SCM solution. The project covers the main site at Heyrieux, where our products are finished and cut to length, and a number of distribution centres in France and abroad,” explains Stéphane Roux, IT Director, Eramet Alloys – Aubert & Duval.



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More detailed inventory management for increased competitiveness

The company was very keen to standardise all the activities on the ERP in order to execute its extensive modernisation plan. Starting with the distribution activity, Aubert& Duval wanted to provide it with the means to develop, primarily by improving the management of the activity in its entirety: overall performance, sales performance and economic performance. The upgrade is also part of a process to change the company's business and its approach to logistics.



2%

of revenue dedicated to innovation.

The ability to support an expanded sale-from-stock activity (sale of Aubert & Duval products as well as their customers' vendor-managed inventory) would induce increased competitiveness. It is also vitally important for the company to improve its inventory management, particularly its supply chain. SAP SCM fulfils all these requirements by organising, executing and coordinating Aubert & Duval's entire logistics network.

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An integrated, scalable solution

Aubert & Duval chose SAP because it offers a preconfigured solution which takes into account predefined metallurgical processes. SAP SCM really stands out from the crowd because it offers detailed supply management. A genuine benchmark in the industry, SAP is a software publisher offering scalable solutions with truly international capabilities. itelligence is one of SAP's most important global partners.

So it made perfect sense for SAP to put Aubert & Duval in touch with itelligence when the call for tenders was issued. itelligence had an excellent grasp of the distribution-related issues and came up with appropriate holistic, 360° response with clearly identified objectives. This is how itelligence came to be selected over five other service providers for its technological expertise in the distribution sector. In addition to this high added value, itelligence and Aubert & Duval have a lot in common in terms of size and corporate culture.

“itelligence was chosen for its expertise in SAP solutions in the distribution sector”

Stéphane Roux, IT Director, Eramet Alloys – Aubert & Duval



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Sound project methodology

The solution was implemented across the board: inventory management, workshop management (cutting and packaging), sales management, dispatch management, quality management (traceability), accounting management, management control and Electronic Data Interchange (EDI) flow management. To ensure the software package was rolled out successfully, a sound working methodology was implemented by the teams at Aubert & Duval, itelligence and SAP.

“The SAP solution was implemented successfully because all the stakeholders responded quickly to any issues that arose. We always had the same itelligence consultants and experts at steering committee meetings, so we were able to work efficiently.”

Stéphane Roux, IT Director, Eramet Alloys – Aubert & Duval



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A monitoring tool for comprehensive availability

With the SAP SCM solution, all the critical procedures in Aubert & Duval's logistics process are monitored. SAP SCM offers advanced functionalities for simulating and planning the supply chain: demand and sales planning, and consequently production and transport planning, but also a monitoring tool ensuring comprehensive availability. Taking the Heyrieux site as an example, it receives and stocks more than 65,000 tonnes of metal bars produced by the Group's various factories and sold under 300 different brands.

Each bar produced fulfils a specific requirement for a specific industry. These are high value-added products which meet stringent traceability requirements. "The SAP solution implemented by itelligence allows us to track each bar using a unique identifier, from receipt to dispatch to the customer.

Storing the bars is a critical operation. Some of them can weigh more than two tonnes, so operator safety during handling is of utmost importance," says Frédéric Gréhal, Sales Director, Aubert & Duval. Upon receipt of the bars, each unit and its specifications are allocated to a specific location by the SAP system in compliance with safety rules concerning weight, dimensions and the risks involved with mixing products.



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Clearly identified benefits for users

With the help of the SAP solution, Aubert & Duval now boasts comprehensive management of its supply chain, which facilitates adding value to the raw material upon delivery to the end customer. The benefits are clearly identified:

- Improved management of the activity,
- More detailed inventory management and traceability,
- Gains in working capital requirements (WCR),
- Improved visibility and use of inventory, resulting in optimised inventory cost,
- Optimised distribution network,
- Workshop management: gain in productivity on cutting tools and figures.

“Our competitiveness has also increased thanks to the roll-out of Electronic Data Interchange flows, something which our customers, and particularly those in the aerospace sector, had pressed for.”

Stéphane Roux, IT Director, Eramet Alloys – Aubert & Duval



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Outlook for development with SAP

Radio frequency identification (RFID) technology will also be rolled out to improve traceability of the location of bars onsite and during shipping to customers. The modernisation plan will also continue for Aubert & Duval's other activities and other sites.



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