

How Did a Large Indian Manufacturer Streamline and Accelerate Digital Transformation?

Operating **four plants** to support sales and customer service in **>33 countries**

Primarily used as a reinforcing filler in tires and other rubber products, carbon black can be found in high-tech fibers, rechargeable batteries, paints, coatings, and more. As India's largest producer of carbon black, Phillips Carbon Black Limited (PCBL) – part of RP-Sanjiv Goenka Group – supports major tire makers and other manufacturers the world over. To unify and simplify increasingly complex operations, PCBL decided to upgrade its legacy on-premise ERP system to a **central digital core running in the cloud**. To avoid disrupting daily operations and make the move as quick and efficient as possible, PCBL needed the right support engagement for its migration project.



PCBL got up and running quickly on a new digital core, unifying operations and empowering users to serve customers better.

To accelerate and safeguard its move to **SAP S/4HANA®**, Phillips Carbon Black Limited (PCBL) engaged **SAP® Enterprise Support services** to provide mission-critical support on demand. And with SAP S/4HANA, the company achieves:

- 65% reduction in database growth and 30% better performance, thanks to simplification with SAP S/4HANA migration and the move of on-premise systems to an Amazon Web Services platform
- Smooth and efficient migration project, thanks to the continuous quality check (CQC) for implementation, CQC for SAP OS/DB Migration Check, and CQC for SAP Business Process Performance Optimization, which helped improve critical processes such as creating bills and reporting order fill rate in daily production
- 27% reduction in technical downtime and lower business risk during migration through downtime assessments
- Faster resolution of product queries and issues, thanks to the Next-Generation Support approach, including the Expert Chat and Schedule an Expert services
- Fast resolution of a critical issue during the final migration, thanks to mission-critical support
- Expert application of the SAP Fiori® user experience (UX), enabling best-practice business scenarios
- Maximum value for support investments by participating in the SAP Enterprise Support Academy program, which provided guidance on the right services at each stage of the project
- Business scenario recommendations for SAP S/4HANA and recommendation reports for SAP Fiori apps, providing guidance on how to run simplified business processes with SAP S/4HANA

“As we moved to SAP S/4HANA, SAP Enterprise Support **had our backs every step of the way**. From general performance recommendations to quickly resolving a showstopper issue during final migration, we got outstanding support that was critical to our success.”

Dipan Sengupta, Head of IT, Phillips Carbon Black Limited (PCBL)



Phillips Carbon
Black Limited
Kolkata, India

Industry
Chemicals

Employees
>50,000

Revenue
>US\$351
million

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