

Data & AI Strategy for a Global Market Leader

Use Cases as the Compass: Designing a Future-Ready Data & AI Platform for Innovation



Project at a Glance

STAEDTLER SE, a global market leader in writing instruments and creative products, needed to replace its SAP BW environment—including more than 200 legacy reports. Working with b.telligent, the company developed a solid Data & AI strategy in just twelve weeks: more than 40 prioritized use cases formed the foundation of a clear migration roadmap to Microsoft Fabric, backed by both IT and all business units.

 Germany, Writing Instruments, Office Supplies & Creative Products

 Mid-market

 3–6 Months

  Microsoft Fabric  Power BI  Microsoft Azure

Highlights

- **Coherent Data Vision:**

More than 40 prioritized use cases from HR, Finance, Manufacturing, Logistics, Procurement, and Sales form the reliable foundation of the new Data & AI roadmap.

- **Forward-Looking Technology Choice:**

A use-case-driven platform comparison (Microsoft Fabric vs. SAP BDC) identified Microsoft Fabric as the ideal target platform.

- **Strategic Roadmap:**

A detailed Horizon Plan guides the migration and prepares the organization for the digital transformation ahead.

Challenge

STAEDTLER's data landscape had grown organically over the years and was fragmented in places: SAP systems, Excel files, and legacy reports made a unified data view difficult to achieve. With the SAP BW nearing end-of-life, the company

needed more than a technical replacement—it needed a modern foundation for analytics and AI to enable data-driven decision-making going forward.





b.telligent guided us safely through the decision-making process for a new data and analytics platform in a structured and methodical way.

We expect the platform we're building to unlock significant potential for data-driven decisions and valuable insights going forward.



Heiko Stranghöner
Head of Enterprise IT Solutions
at STAEDTLER SE

Solution

As part of the „Data & AI Strategy Kickstart,“ IT and the business units worked together in interactive workshops to develop a shared potential map.

Specific use cases were defined—such as predictive maintenance in manufacturing and a sales cockpit—to consolidate and replace the more than 200 existing legacy reports.

This foundation informed a platform comparison that resulted in the selection of Microsoft Fabric. b.telligent then developed the „Horizon Plan“: a detailed migration roadmap for 2026/27 that tightly integrates technology, business, and people to drive the transformation forward.

Success

Within twelve weeks, STAEDTLER had a solid basis for its transformation decision—and management gave the green light for the migration program.

The most lasting impact: IT and the business units now share a common vision and a common roadmap.

STAEDTLER is ready to unlock its data potential systematically and accelerate innovation through AI.



Looking for support with your data challenge?

Contact us for a no-obligation consultation.

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Curious To Learn More?

You can find the full success story online here:

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b.telligent is a technology-independent consultancy focused on data and AI. Around 400 employees across nine locations in Germany, Austria, Romania, and Switzerland support more than 500 clients in optimizing data-driven processes, using AI effectively, and achieving sustainable business success.