

case study

PUMA @ kgs



Austria Puma Dassler GmbH, acting as the Regional Headquarters EEMEA, manages the dynamic and high-growth markets of Eastern Europe, the Middle East, India, Africa, and Southeast Asia from its base in Salzburg. The company employs 214 people and is part of PUMA SE, which operates in 120 countries, employs approximately 22,000 people worldwide, and generated revenue of €8.82 billion in 2024.

More Information: [Austria](#) | [PUMA®](#)

short version

Initial Situation

To meet both commercial and technological demands, PUMA was required to move away from its existing archiving strategy and migrate to a cloud-based subscription solution. The objective was to implement a platform that could be deployed seamlessly across all global subsidiaries while providing a more cost-efficient alternative to the existing legacy system.

Solution

During its evaluation process, PUMA identified kgs, an SAP-certified archiving specialist. A detailed comparison between PUMA's requirements catalog and the functional capabilities of kgs revealed a strong alignment. As tia®, the archiving platform developed by KGS Software GmbH, was also available as a cloud-based subscription solution, PUMA and kgs quickly reached an agreement. As a result, tia® was rolled out across both headquarters and all international subsidiaries worldwide.

Results

The Austrian PUMA subsidiary serves as a representative example of the successful implementation and rollout: within just three months, more than 33 million documents were migrated from the legacy system to the new archiving platform. In addition, operational costs and the administrative overhead required to manage the archiving environment were significantly reduced.

Case Study PUMA

PUMA Future-Proofs Its Archiving Strategy with a New Archiving Platform

The company-wide introduction of SAP S/4HANA prompted the sportswear manufacturer to redesign its archiving strategy from the ground up. In Austria alone – including the countries managed from the Austrian organization – 33 million documents had to be migrated to the new system.

The growing adoption of cloud technologies has gone hand in hand with the transition to SAP S/4HANA in many global enterprises – including PUMA. This shift also had a significant impact on the company's archiving strategy. While PUMA had previously relied on an on-premises solution, the company aimed to implement an intelligent cloud-based platform for the future. The objectives were clear: to establish a future-proof archiving environment while simultaneously reducing operational costs.

Andreas Ranftl, Teamhead SAP Integration, Operations & S/4 Development EEMEA PUMA Austria, explains: "Due to the comprehensive global strategy, we in Austria also had to adapt our archiving landscape. In fact, this played into our hands, as the legacy system was no longer state of the art, delivered limited performance, and would have required a costly upgrade." As a result, Philip Zarco and his team were highly receptive to the planned modernization from the very beginning.

Since implementing kgs, our archiving processes have been running smoothly and reliably. In the past, things were often very different. Archiving jobs frequently failed, requiring us to restart the process manually to ensure that all data was stored correctly.

Sebastian Abed Raboh, Manager SAP Basis EEMEA PUMA Austria



kgs Impresses with Expertise and Portfolio

Prior to the implementation, the PUMA IT team had been searching for a cloud-based platform capable of integrating seamlessly with both the existing SAP R/3 environment and the new SAP S/4HANA system. The requirements were clearly defined: the archive solution needed to "simply work", ensuring reliable document storage and fast access – without creating additional complexity for end users. After an extensive evaluation and selection process led by the PUMA IT department, KGS Software GmbH was chosen as the preferred partner.

In April 2024, tia®, the archiving platform from kgs, was implemented at PUMA Austria and brought into productive operation within a very short timeframe. "The entire project ran incredibly smoothly. We initially tested tia®, and because hardly any challenges arose during the evaluation phase, we were able to move the platform into production very quickly," recalls Sebastian Abed Raboh, Manager SAP Basis EEMEA PUMA Austria. As a result, the company began archiving SAP documents in tia® as early as April 2024.

33 Million Documents Migrated Without Business Disruption

At the same time, Andreas Ranftl and his team prepared the migration of data from the existing archive environment. Between October and December 2024, a total of 33 million documents in Austria – as well as across 26 additional countries supported by the Austrian IT organization – were migrated in three carefully coordinated phases.

During the course of a single working week, the various repositories were successfully transferred to the new platform. As with the initial implementation, extensive testing was carried out before the system went live for PUMA employees.

“The objective was to complete the migration of all documents by a predefined deadline. The data migration had to run in such a way that users would not notice any impact on their daily work. We achieved exactly that, and we are very pleased with the outcome,” says Andreas Ranftl.

The migration of the 33 million documents ran so smoothly in the background that none of the users noticed anything at all.

Sebastian Abed Raboh, Manager SAP Basis EEMEA PUMA Austria

The migration was carried out by a dedicated project team consisting of eight specialists from the areas of technology, development, and integration. The PUMA team was supported throughout the project by the experts from kgs, who were involved in the solution design, implementation, archive configuration, and employee training. Zarco recalls: “The collaboration with kgs worked exceptionally well from day one. Everything progressed hand in hand, and together we turned the project into a complete success.”

With kgs, we have a truly well-rounded solution package. We are extremely satisfied – not only because of the professionalism throughout the collaboration, but above all because of the human aspect. Working together is simply enjoyable.

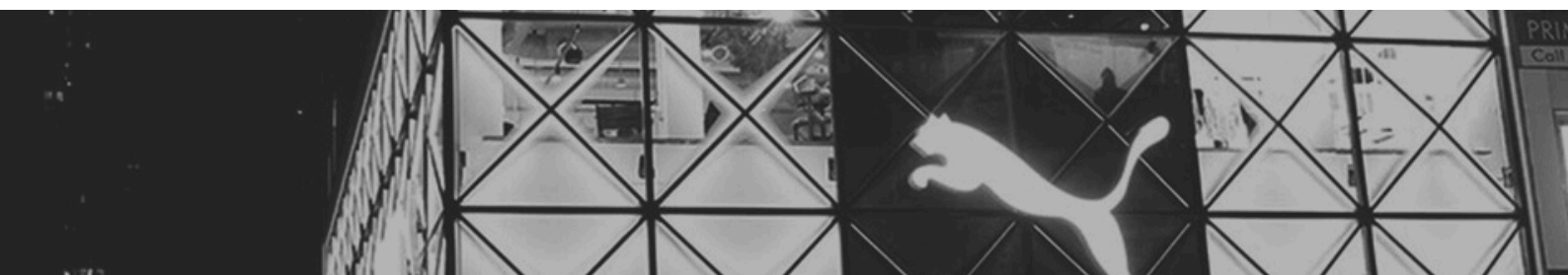
Andreas Ranftl, Teamhead SAP Integration, Operations & S/4 Development EEMEA PUMA Austria

Archiving Becomes Virtually Self-Managed

Today, only a single IT employee spends a few hours per month managing the archive environment. “In the past, we repeatedly had to restart the archiving process manually whenever interruptions occurred,” says SAP Manager Abed Saboh. “Today, archiving runs smoothly and continuously. This not only reduces workload but also automatically provides a much higher level of operational reliability and security.”

Andreas Ranftl and Sebastian Abed Raboh also see another major advantage of tia@ in its comprehensive process documentation. The documentation provides a detailed record of how the migration was carried out and which error-handling procedures were implemented. “This is a significant benefit in terms of the compliance requirements we have to meet,” adds Dogus Yilmaz.

Looking back, the team at PUMA Austria is particularly pleased with how smoothly and transparently the migration project was executed and with the fact that there were no disruptions to ongoing business operations. The company values the high reliability and stability of tia@, appreciates the attractive subscription model offered by KGS Software GmbH, and benefits from the minimal personnel resources required for day-to-day operations.





in use*

tia® Content Server

The tia® Content Server is a highly performant archiving solution that integrates seamlessly with SAP and eliminates the need for complex client component rollouts. In addition, the tia® Content Server provides full integration with a wide range of storage and HSM solutions and can be operated across various operating systems. Existing server and storage infrastructures can continue to be utilized, making additional investments in document and data archiving unnecessary.

tia® Migration

The tia® migration software was specifically developed to enable simple and controlled archive migrations within SAP environments. It provides end-to-end monitoring to ensure that all legal and compliance-related requirements are fully met during the archive transition process. In addition, the software delivers verifiable proof that all objects have been transferred correctly.

tia® Migration supports any SAP ArchiveLink®-compatible archive as both source and target system, while also enabling a switch to the new archive environment from the very beginning of the migration process.

tia® Viewer

The tia® Viewer is a software application for displaying PDF and image documents directly within a web browser. It operates and is managed as a servlet within a web server runtime environment.

Important annotations required for day-to-day business operations can be added quickly and easily using the Viewer.

**Excerpt. Additional kgs product modules are also in use.*



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