

How Did a Major Sri Lankan Consumer Products Company Expand and Transform?

Consumers across Sri Lanka rely on E. B. Creasy and Company PLC for products that meet their home care, healthcare, personal care, hardware, and automotive needs. Founded in 1878, the company has grown both organically and through strategic acquisitions to become the powerful business conglomerate it is today, consisting of 45 companies under the E.B Creasy umbrella.

The group chose SAP S/4HANA® to update and streamline its digital core, gaining insight into its diverse business processes, improving financial consolidation, and becoming aligned with modern business trends in a digital economy. The six-month project involved 12 companies, 22 business verticals, and 45 plants and warehouses. The implementation addressed 159 business processes, with 100 common process templates used and with 95% adherence to best practices recommended by SAP.



Achieving Digital Transformation and Business Expansion with **SAP S/4HANA®**



E. B. Creasy and Company PLC
Colombo, Sri Lanka
www.ebcreasy.com

Industry
Consumer products

Products and Services
Manufacturing and sale of consumer disposables

Employees
1,241

Turnover
Rs 26.37 billion
(US\$176 million)

SAP® Solutions
SAP S/4HANA®, SAP® Easy Document Management application, SAP Process Orchestration software, and SAP Solution Manager

E. B. Creasy implemented SAP S/4HANA and SAP Process Orchestration, using business process content supported by industry best practices. It also created a shared service framework for centralized finance, procurement, and logistics. Paper handling was reduced with SAP Easy Document Management, and IT service management incidents are now tracked through SAP Solution Manager. E. B. Creasy now has a clear road map for managing business growth.

Before: Challenges and Opportunities

- Update and streamline the company's digital core to manage more than 60 companies
- Enable the adoption of a single, scalable business solution
- Deploy across business areas including finance, manufacturing and distribution, pharmaceuticals, and trading
- Empower users and delegate tasks across processes with ease
- Remove time-consuming manual processes

Why SAP

- SAP S/4HANA, which provides a clear road map for managing the growing business thanks to its finance and logistics capabilities
- Option to deploy additional SAP Fiori® apps to improve mobility and the user experience and SAP Lumira® software and SAP BusinessObjects™ business intelligence solutions for further insight into business processes

After: Value-Driven Results

- Fewer manual reconciliation processes
- Efficient functionality, with features such as direct uploads and downloads
- Custom reporting, tailored to specific business needs
- Improved decision-making processes, due to the availability of immediate, accurate information

“E.B. Creasy Group understands the value of efficient digitalized operations. We chose SAP S/4HANA to help us **redefine our core business activities and align with modern business trends.”**

Lalith Kulasinghe, Head of IT, Colombo Fort Group Service (Private) Limited, the Shared Service Company for E. B. Creasy and Company PLC

10x

Faster month-end closing process, from 1 month to 3 days

Streamlined

Financial consolidation with fewer manual errors

Simpler

Tracing of the origins of transactions

Better

Decision-making processes



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