



SAP Business Transformation Study | Consumer Products | Newell Brands

How Can a Company Exchange Electronic Documents with Business Partners in Full Compliance with Spanish Tax Authorities?

Making life better for hundreds of millions of consumers wherever they live, work, and play is something Newell Brands is passionate about. To achieve that – today and in the future – it has become a leading global consumer products company offering well-known brands that are leaders in their categories. With top talent, market-leading brands, and clear focus on accelerated growth, the company is well positioned for future success. But it must also be able to adapt constantly to comply with local regulations as the world around it changes. An example is the new tax control system the Spanish tax authorities introduced in 2017.

Called “Immediate Supply of Information,” the new regulation required certain taxpayers to provide invoice-related data to the tax agency – electronically and in real time. With the help of the SAP® Cloud Platform Integration service and SAP MaxAttention™ services, Newell Brands implemented SAP ERP, option for e-document processing, in time to meet the tight deadline. It now has a solution that enables it to react quickly, flexibly, and in full compliance with local tax authorities.





Complying Punctually with Spanish Tax Authorities with **SAP® ERP**



Newell Brands

Hoboken, New Jersey

www.newellbrands.com

Industry

Consumer products

Products and Services

Well-known brands for homes, workplaces, classrooms, playing fields, and parks

Employees

57,000 worldwide

Revenue

US\$16 billion

SAP® Solutions

SAP® ERP application; SAP ERP, option for e-document processing; SAP Cloud Platform Integration service; and SAP MaxAttention™ services

As a global supplier of popular consumer and commercial products, Newell Brands is subject to local regulations worldwide. By implementing SAP ERP, option for e-document processing, at its site in Madrid, Spain, it now has software support to comply with local regulations mandating the exchange of electronic documents with tax authorities. SAP MaxAttention services helped it complete the work right on time for the enforcement that began July 1, 2017.

Before: Challenges and Opportunities

- Comply with new tax regulations for business transactions with Spain and within Spain
- Meet the tight deadline to have the new solution in place by July 1, 2017, to avoid penalties

Why SAP

- User-friendly and intuitive solutions
- Experienced, highly cooperative consultants from SAP MaxAttention services
- Prepackaged content from SAP that expedited integration of SAP ERP with the authorities' system
- High integration of SAP software with current ERP software
- An e-document solution that combines the interface management capabilities of the SAP Application Interface Framework tool with SAP Cloud Platform Integration to implement business-to-government communication

After: Value-Driven Results

- Higher security as a result of simplified integration
- Centralized e-document processing
- Full compliance with the Spanish tax authority for electronically transmitting billing records from VAT books
- Ability to react faster in response to changes mandated by the tax authorities

“I’ve been impressed with the support we received from SAP MaxAttention and how robust SAP Cloud Platform Integration is. Going live in July made us one of the first customers to use this sophisticated solution.”

Neil Trigg, IT Director, Newell Brands

100%

Transparency of tax submissions

100%

Compliance with tax regulations

Flexible

Electronic transmission of invoices

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