



SAP Business Transformation Study | Wholesale Distribution | Productos Metalúrgicos

How Does Real-Time Visibility into the Supply Chain Equal Better Customer Service?

Hardware stores and automotive spare parts warehouses throughout Ecuador as well as Asia, Europe, and North America rely on a steady stream of products from Productos Metalúrgicos S.A. (Promesa) to meet the clamorous demand of their own customers. With a portfolio of over 20,000 products, Promesa is one of the largest wholesale distributors of hardware and automotive products in Ecuador. Known for its innovative new product development since its founding in 1962, Promesa realized it now had to innovate in a completely new way. To handle its success, it had to achieve faster and more efficient results despite rapid business growth. To accomplish that, Promesa required a business strategy based on innovative IT.

As Promesa migrated from SAP® ERP Central Component to SAP S/4HANA®, the work focused on three objectives Promesa identified as fundamental to introducing improvement. It required consistent information to make decisions, centralized and automated administrative processes, and fewer manual processes involved in its technology. The transition to SAP S/4HANA – the first of its kind in the country – empowered Promesa’s software users, positioned Promesa ahead of the competition, and set it up for long-term growth. To keep its HR staff equipped with state-of-the-art software, it enlisted Seidor S.A. to implement SAP SuccessFactors® solutions and saw increased productivity and user engagement as a result.





Innovating on Track with SAP S/4HANA® and SAP® SuccessFactors® Solutions



Productos Metalúrgicos S.A. (Promesa)

Guayaquil, Ecuador
www.promesa.com.ec

Industry

Wholesale distribution

Products and Services

Distribution of more than 20,000 products for the hardware and automotive spare parts sectors

Employees

>400

SAP® Solutions

SAP S/4HANA®; SAP® SuccessFactors® Employee Central, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Succession & Development solutions; SAP Fiori® apps, SAP Jam™ collaboration platform

As Ecuador’s largest wholesale distributor of hardware and automotive products, Promesa improved customer service by transitioning to SAP S/4HANA as its digital core. Now it has real-time visibility into its administration, finance, supplier, and distribution processes. With help from Seidor S.A., it implemented SAP SuccessFactors solutions to gain a 360-degree view of employee progression. As a result, it saw productivity rise and employee engagement increase.

Before: Challenges and Opportunities

- Reduce response times of the technology business area
- Increase availability of technological tools
- Optimize efficiency in Promesa’s core processes
- Support immediate and long-term business growth with technological solutions

Why SAP and Seidor

- Expertise of SAP consultants in the wholesale distribution industry
- Ruggedness of the wide range of SAP enterprise solutions deployed at Promesa, with plans to expand to SAP Hybris® solutions in its next phase
- Seidor as a local leader in HR implementations with deep expertise in SAP SuccessFactors solutions

After: Value-Driven Results

- Higher productivity through drastic time reduction for all information processes
- Elimination of manual, paper-based tasks through software-supported management of employee objectives
- Better management of and engagement with employees
- Better customer service

“Increased productivity let us spend more time rolling out new technology and optimizing processes. We now have real-time visibility into our financial success and across the supply chain.”

Miguel Sotomayor, Technology Manager, Productos Metalúrgicos S.A.

Featured Partner



Vastly

Faster processing of financial information – from 20 minutes down to 30 seconds

20%

Reduction in manual processes for all development and succession activities

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