



# Jump-Starting the Global Business with SAP<sup>®</sup> Business ByDesign<sup>®</sup>



**HMD Global Oy**  
Espoo, Finland  
[www.hmdglobal.com](http://www.hmdglobal.com)

**Industry**  
High tech

**Products and Services**  
Mobile devices

**Employees**  
~580

**SAP<sup>®</sup> Solutions**  
SAP<sup>®</sup> Business ByDesign<sup>®</sup> solution

Finnish HMD Global Oy knows technology can improve the lives of billions of people worldwide. Set to enter the global smartphone market with next-generation Nokia phones running Android, HMD Global gained a foundation with the SAP Business ByDesign solution to help it focus fully on global business.

### Before: Challenges and Opportunities

- Provide a focused, independent home for a full range of Nokia-branded mobile devices, backed by a strategic licensing agreement with Nokia Technologies
- Set up business in multiple countries quickly and perform transformation, establish business model, and deploy underlying cloud solution simultaneously
- Shift from in-house to outsourced production with full focus on marketing, sales, and distribution

### Why SAP and Headstart

- Modern, lean IT solution with built-in support for business best practices that can be leveraged right away
- Option to expand scope to support growth, with easy rollout to bring additional locations on board
- Integrated solution that supports continuous, consistent flow of data across departments
- Headstart Oy as a strong partner with competence in SAP Business ByDesign and skills to manage a global deployment, including an associated global network of value-adding retailers

### After: Value-Driven Results

- Entire business – in approximately 40 countries – running on SAP Business ByDesign
- Ability to implement unique industry capabilities, for example, managing what is released to which sales channel, thanks to add-ons

**“We set up a global business to work with world-class manufacturing and distribution providers. Despite the tight time frame, SAP Business ByDesign moved as fast as we did.”**

Florian Seiche, President and Acting CEO, HMD Global Oy

# 100%

Of HMD Global running on SAP Business ByDesign

### Featured Partner



# 33

Companies live with SAP Business ByDesign within 9 months

# Optimized

Company setup that leveraged business best practices