



ABOUT BAYWA AG

BayWa AG is a leading international retail and service company with business activities in the three core segments of agriculture, energy and construction - elementary needs such as nutrition, housing, mobility and heat are supplied from a single source. The company combines its traditional regional commitment in agriculture with international activities such as: the operation of climate greenhouses in Abu Dhabi. Internationally, BayWa is becoming strong in the future market of renewable energies, such as with photovoltaic systems in African Zambia. In its core regions of Southern Germany and Austria, BayWa is one of the leading providers in the building materials trade for commercial and domestic customers.

In 2017, around 17,550 BayWa employees generated sales of EUR 16 billion. Together with its investments in Germany and abroad, the firm forms a strong group of companies. The core segments of agriculture, energy and construction as well as the bond with region, customers and employees create the foundation for the success of BayWa.

"Connectivity breeds success!"



Digitisation in agriculture

DYNAMIC SAP CREDIT MANAGEMENT – GROWING TOGETHER INTO THE FUTURE WITH 360 DEGREE VIEW OF TRADING AND SERVICES

Growing together for the future

HIGHLIGHTS

- BayWa now benefits from the convenience of accurate and up-to-date valuations of its debtors
- Large amounts of data are processed in short periods of time
- Seamless SAP integration makes work easier
- The processes in Credit Management are constantly being optimised, resulting in a high degree of transparency
- BayWa is development partner of cormeta

CHALLENGE

The digitisation of BayWa is consistently pursued in all areas. Consequently, credit management also needed to be brought up to date.

Before the introduction of the SOA People (formerly cormeta) SAP Credit Management Suite, credit approval at BayWa AG was a manual process. Inquiries for trade credit insurance, for example, ran through the insurer's online platform; there was no interface to the credit management system. Following an analysis of all suppliers available on the market, BayWa selected OA People, whose modules have already been successfully used by another member of the group RWA in Vienna.

Processing the numerous BayWa customers in the agricultural, construction and energy segments requires very differentiated processes. A central assessment of the company's overall risks was essential and obtaining an overall rating in the portfolio was feasible.

A further challenge was the enormous volume of data and a complex approvals procedure, with around 90 clerks needing to carry out this as part of their day-to-day business.

The deciding factor for BayWa was the modular IT system that could be easily integrated in SAP with uniform processes. The previously used software needed to be replaced in order to access options for flexible extensions and due to BayWa's huge customer base, large amounts of data would also need to be handled.

cormeta is part of SOA People Group. The BayWa is a customer of cormeta ag.

SOLUTION

The SAP Risk Management module from SOA People with its representation of the customer structure by risk classes covers the extensive requirements of BayWa perfectly. The software provides the credit manager with the basics for various issues - such as payments overdue, number of customers in a risk class, and so on, enabling them to make the necessary decisions.



Apple orchard on Lake Constance



Digitisation in agriculture

"Transparency and overview of the risks are now created," says Tina Haus-Bienert, "the high performance of the software handles even large amounts of customer data in relatively short terms."

The different core segments of BayWa enable it to manage one customer that may be active in all three business areas. It allows each customer to be created immediately within each segment. This is especially important for reporting is the overview of all three core segments.

After the event-driven scoring, the approval workflow starts, an extremely complex process at BayWa. The loan applications must be assigned to 90 loan officers and their supervisors. On the basis of the individually set rules, the person who will be responsible is determined. This person can then confirm the request conveniently by pressing a button and the new values are immediately available in the SAP system.

The daily routine, recorded in the worklist, requires a selection of information optimally tailored to the respective agent, such as for example the credit reports from eight different credit bureaus, which were integrated directly into the SAP system via the SOA People software.

This is well supported by the software approval workflow.

Tina Haus-Bienert finds the solution remarkable, *"the short time span between kick off and go live, the fast implementation of change requests in the course of the project, the high-performance coping with the mass data, the great project team and the full service throughout the course."*



On site

"We've achieved noticeable savings with the uniform credit management solution"

The excellent cooperation is also confirmed by the SOA People project team, *"the BayWa team itself was already more than outstanding, as were those responsible, who gave the team as much free rein as possible and still do so in the subsequent subprojects."*

The BayWa project team headed by Ali Reza Mayer added that for success you need the right attitude, systems and the right tools, *"and that worked out very well. Last but not least, the short-term realisation of the project reflects the competence of all those involved."*

The credit management modules have been seamlessly integrated into SAP. They enjoy a high level of acceptance and this is extremely useful for the productivity of the company.

"It was particularly important to us to find a reliable partner," says Tina Haus-Bienert, Head of Credit Management at BayWa AG, adding: "In addition to good service, we need an IT partner who works with us to develop innovation. We found this partner with SOA People."

Both companies will continue to grow in 2019 with the next major project - the implementation of the SAP Credit Management Suite in SAP S/4 HANA.

"The credit management team is really pleased that the uniform solution resulted in noticeable savings."