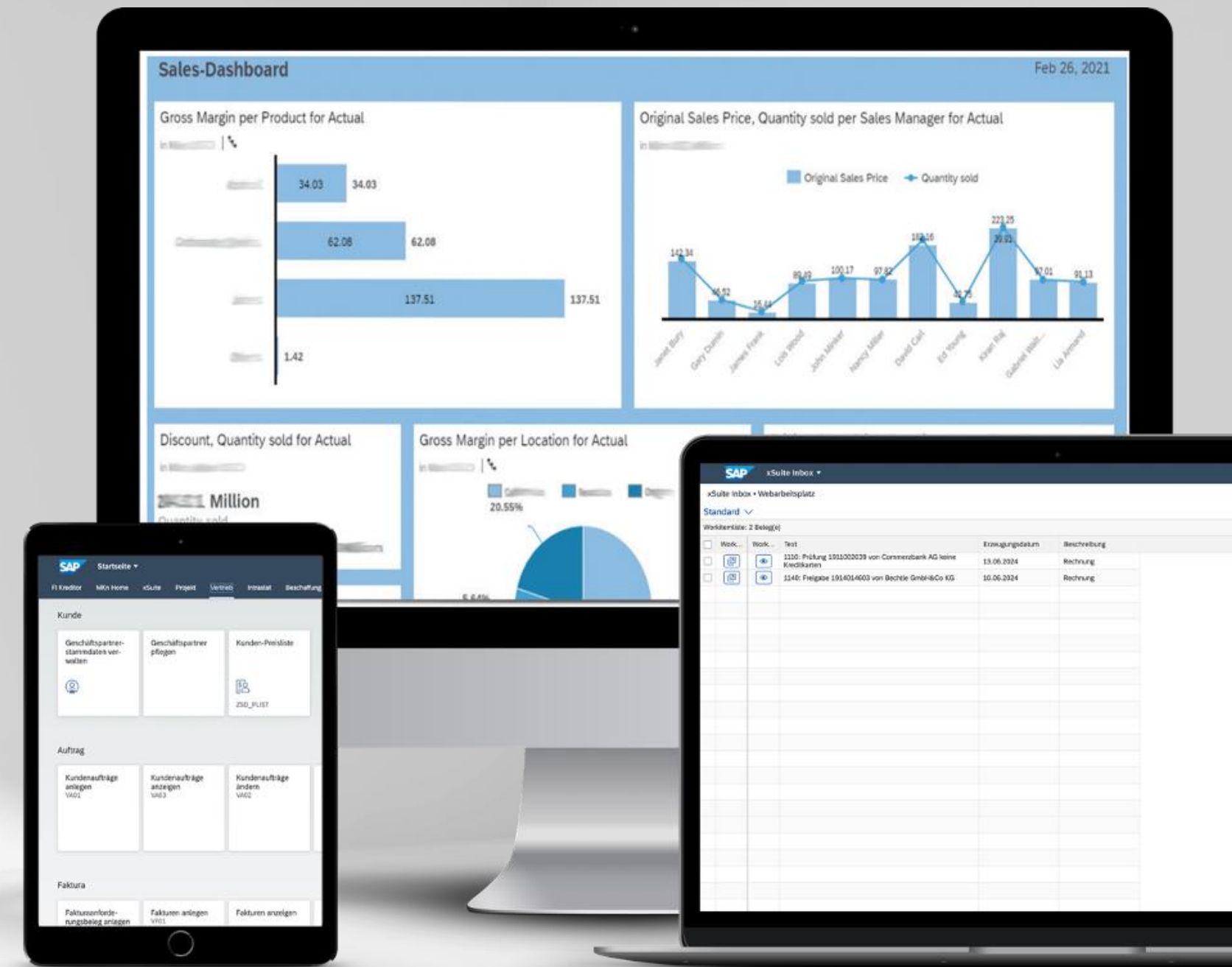




Innovation and Change

Mayer Group's Digital Transformation Journey





**Dr. Elena
Krause-Söhner**
Executive VP IT &
Digital Media (CIO)

Managing Director
WUNDERHUB

01 Overview of the Mayer Group

02 Our Transformation Journey

**03 Spotlight on Recent Process Innovations
and Implemented Key Features**

04 Lessons Learned

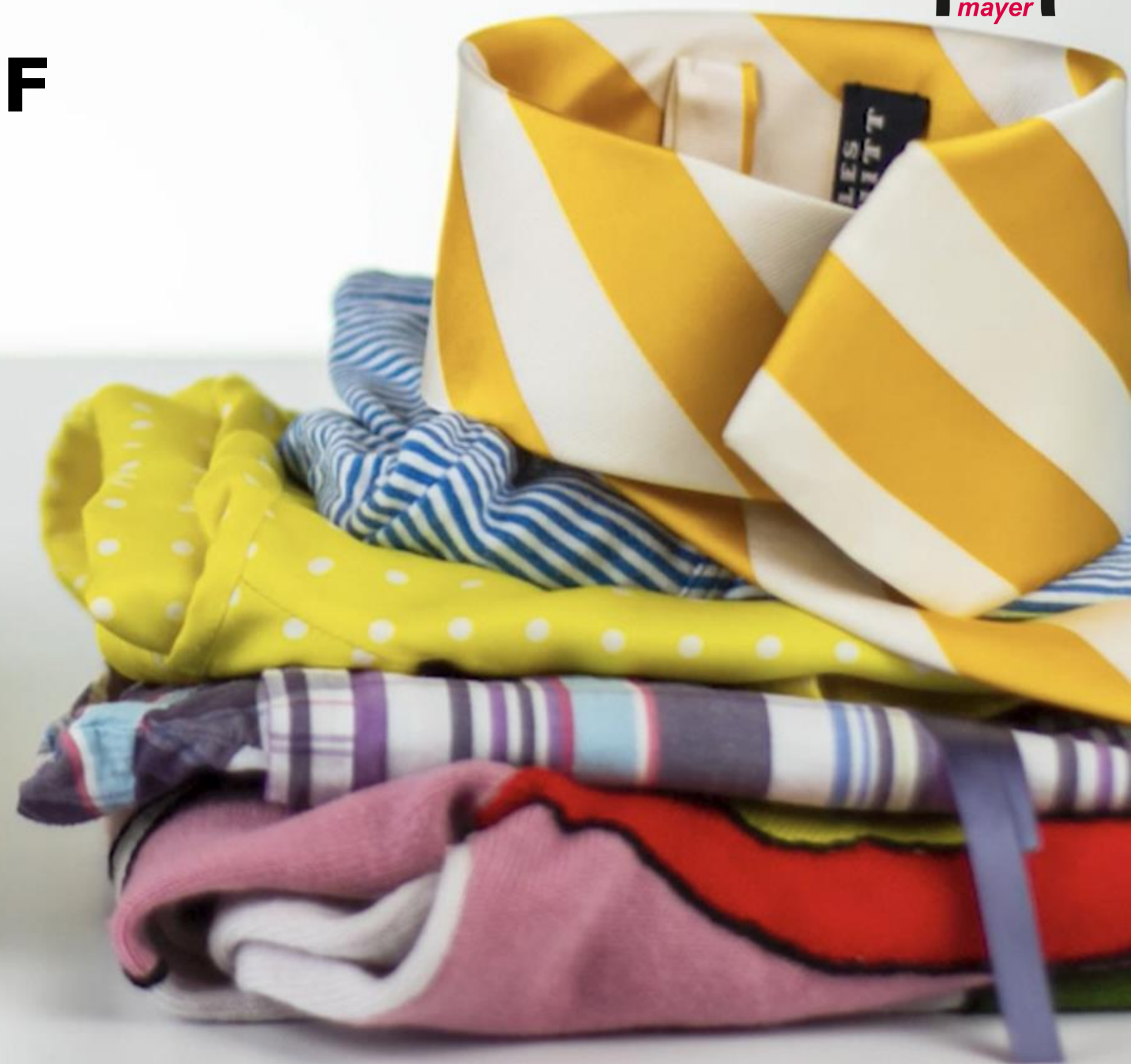




*10 Years of Digital Transformation with SAP
in one of the leading European groups in the
development, production and distribution of shipping
and packaging solutions.*

Let's unpack our 'IT Success Story

TRUST THE **EXTRA POWER** OF THE **MAYER GROUP** FOR **SHIPPING AND PACKAGING** **SOLUTIONS**



THE **MAYER GROUP** IS ONE OF THE LEADING EUROPEAN GROUPS IN THE DEVELOPMENT, PRODUCTION AND DISTRIBUTION OF SHIPPING AND PACKAGING SOLUTIONS.

Paper Bags



Paper Carrier Bags



Paper Padded Bags



Envelopes & Shipping Bags



THE BUNDLED EXPERTISE OF THE MAYER GROUP GIVES US THE extra POWER



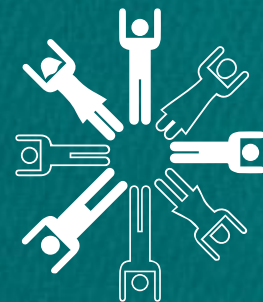
1

Headquarter
in
Heilbronn



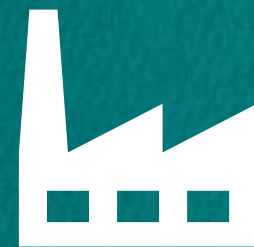
38

Companies in
14 European
countries



1.700

Employees
Europe-
wide



13.5

Billion
Envelopes
and
Packaging
p.a.



430 m.

Turnover in
2022 (non-
consolidated)



FOR THE BEST OF both WORLDS – THE DIGITAL HUB OF THE MAYER GROUP



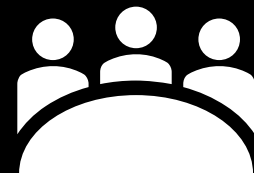
1

Digital Hub
mayer-
digital



3.083

Support tickets
per year



40

IT projects
in 2022



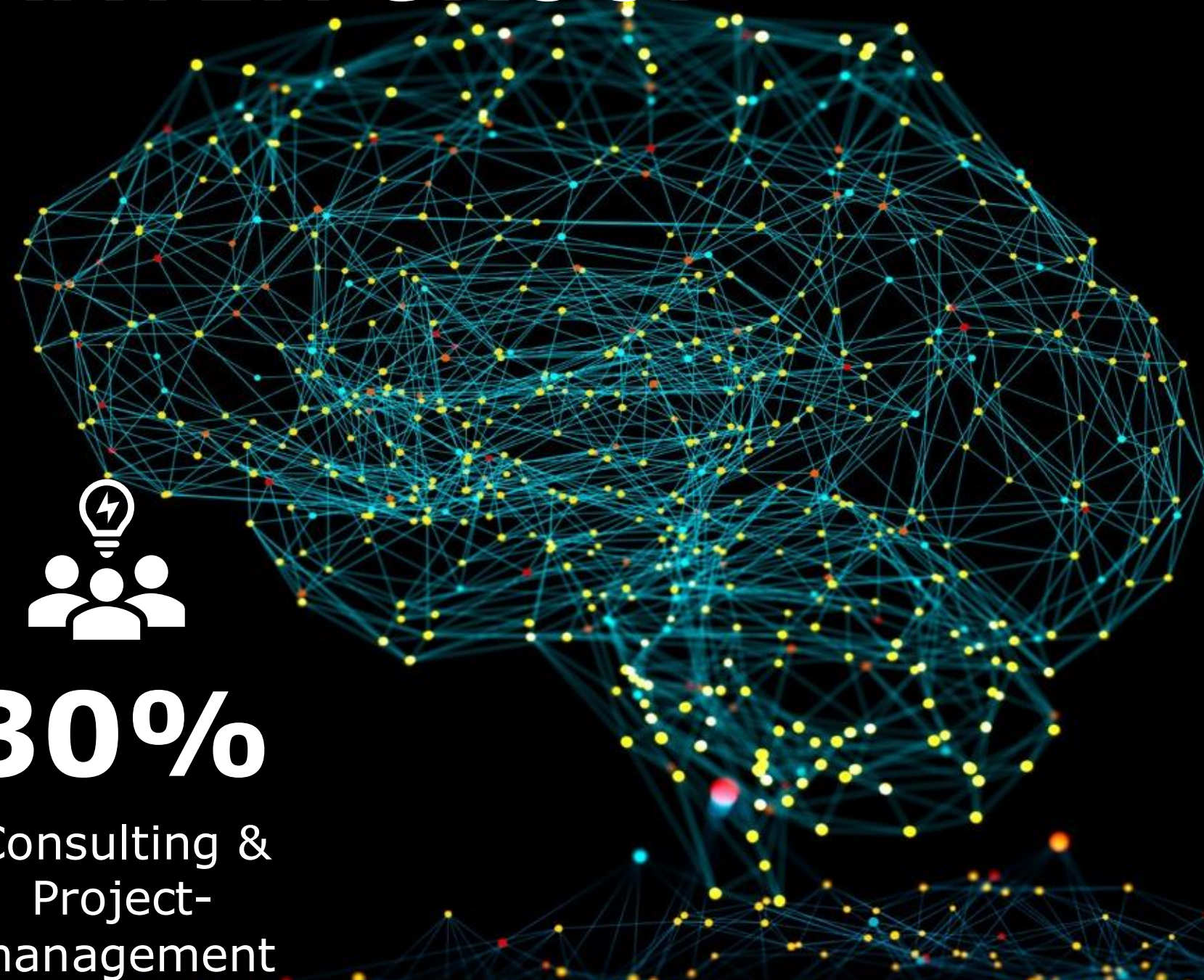
70%

Support
(Infrastructure,
Applications)



30%

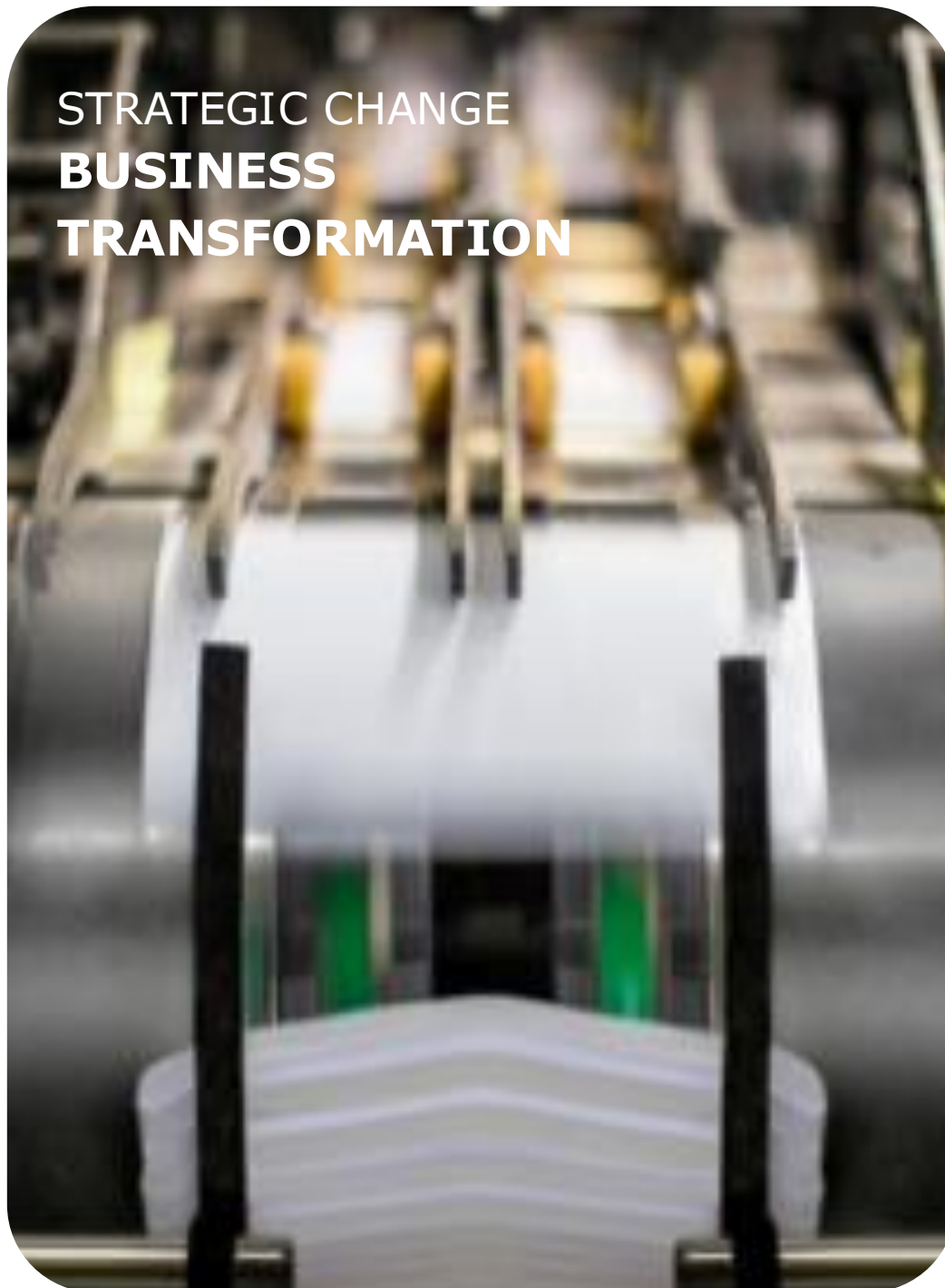
Consulting &
Project-
management



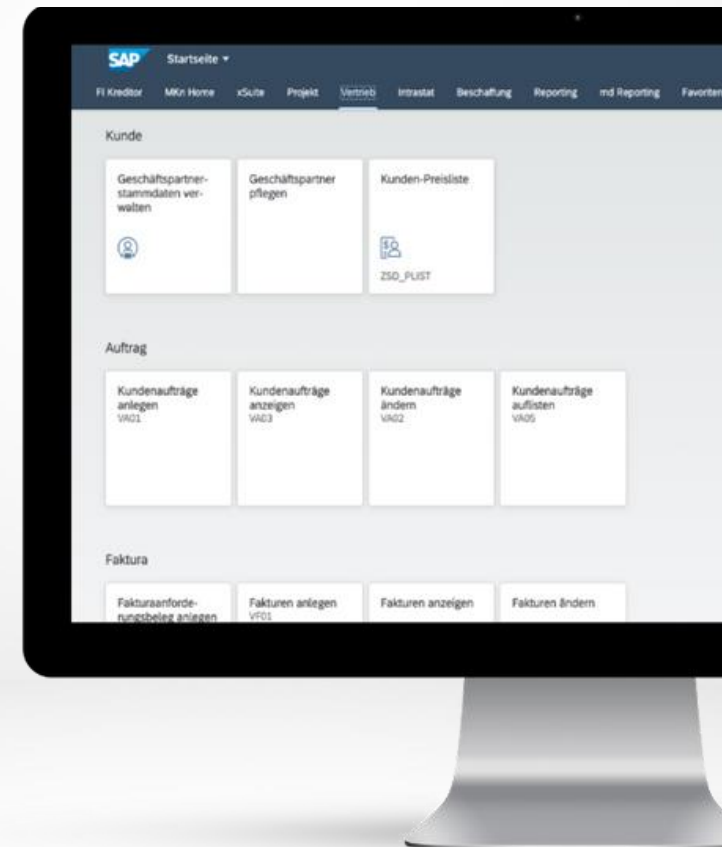
OUR TRANSFORMATION PROCESS

02

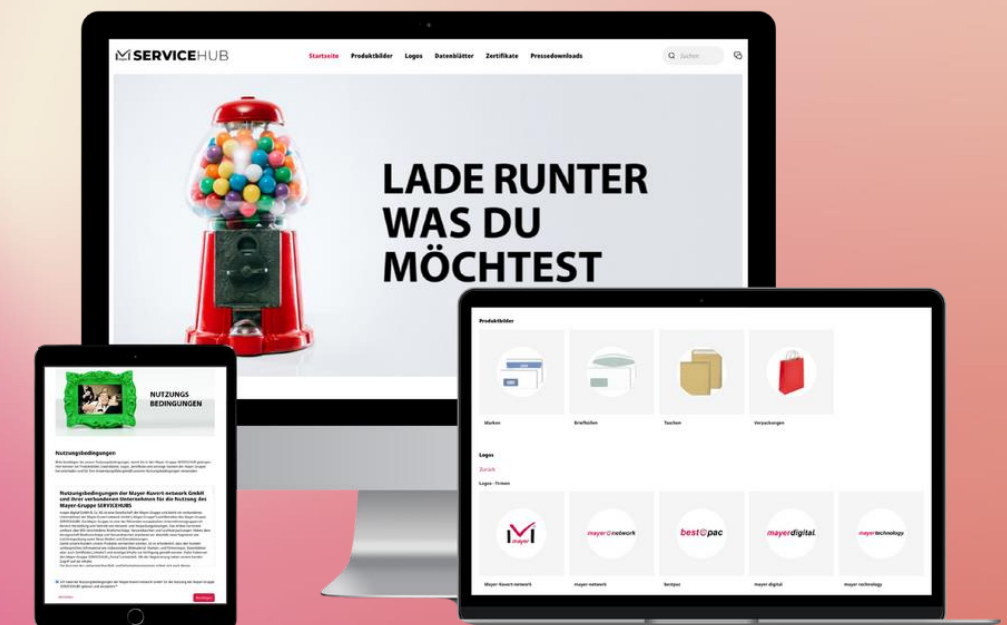
Bridging the Past and Future: Mayer Group's Transformation Process in **3 Dimensions**



MODERNIZING THE CORE
**DIGITAL
TRANSFORMATION**



ENHANCING CUSTOMER EXPERIENCE
**CUSTOMER-CENTRIC
TRANSFORMATION**



FROM MARKET LEADER IN ENVELOPE PRODUCTION

**ONE OF THE MOST
SIGNIFICANT EUROPEAN
PLAYERS IN THE FIELD
OF INNOVATIVE,
SUSTAINABLE, FLEXIBLE
PACKAGING.**



**FOCUS ON CONSOLIDATION IN
THE CORE BUSINESS OF
ENVELOPE PRODUCTION AND
GROWTH IN THE AREA OF
LIGHTWEIGHT PACKAGING –
MAKING THE COMPANY READY
FOR A SUCCESSFUL FUTURE.**



2017

Undergoing
reorganization
since 2017.



4

Production
Sites (UK,
Poland,
Germany,
France)



> 20

New
Processes,
Systems,
Rules &
Regulations



4

New
Product
Segments



HOW HAS THIS IMPACTED OUR DIGITAL JOURNEY?

Alignment with Business Goals

- New business objectives and structures, integrating new business units, supporting new product lines.

Infrastructure Scalability and Flexibility

- Flexible IT landscape, involves investing in cloud services, scalable storage, and robust network solutions.

Innovation and Change

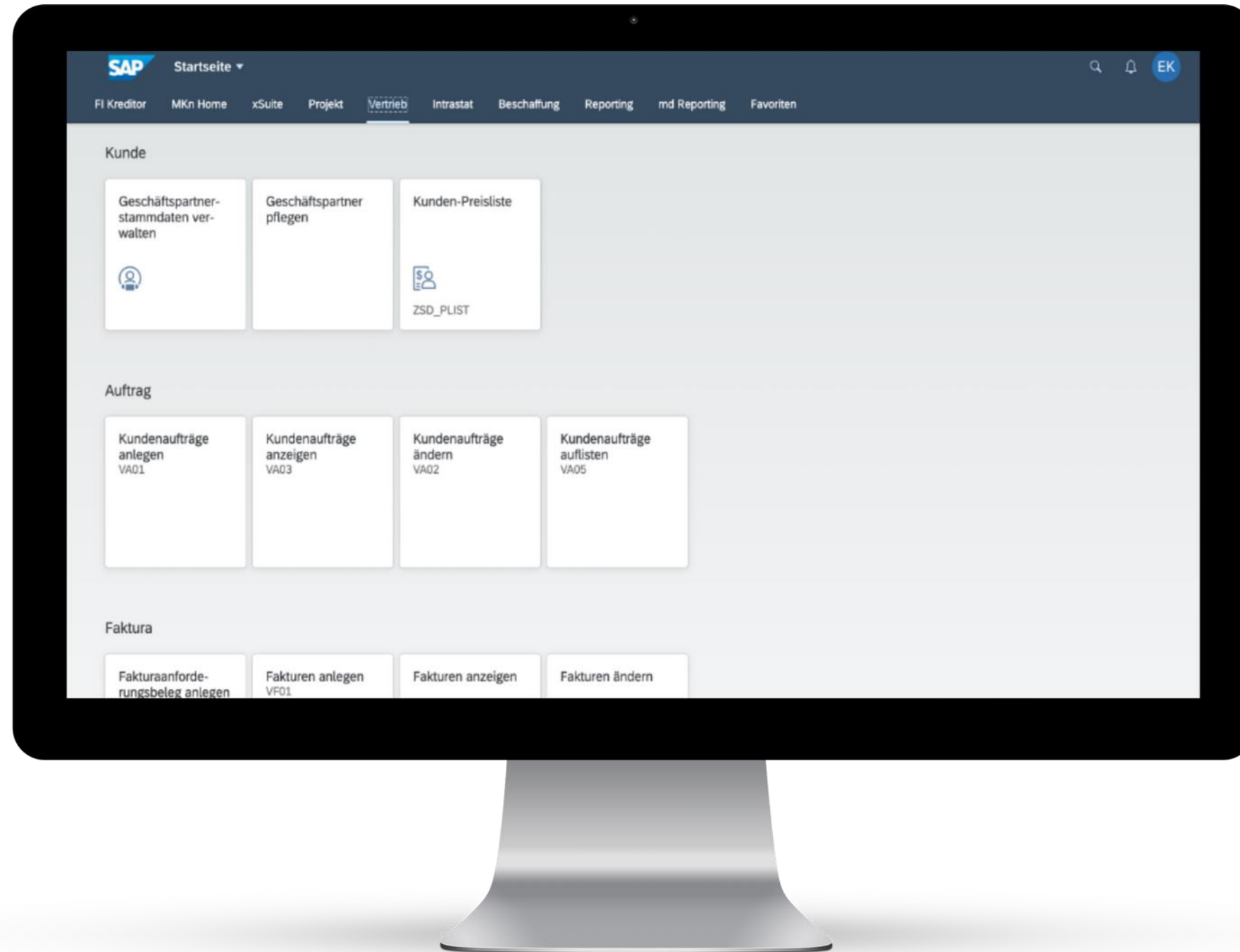
- Fostering a culture of innovation and agility, to quickly respond to changes and new opportunities.



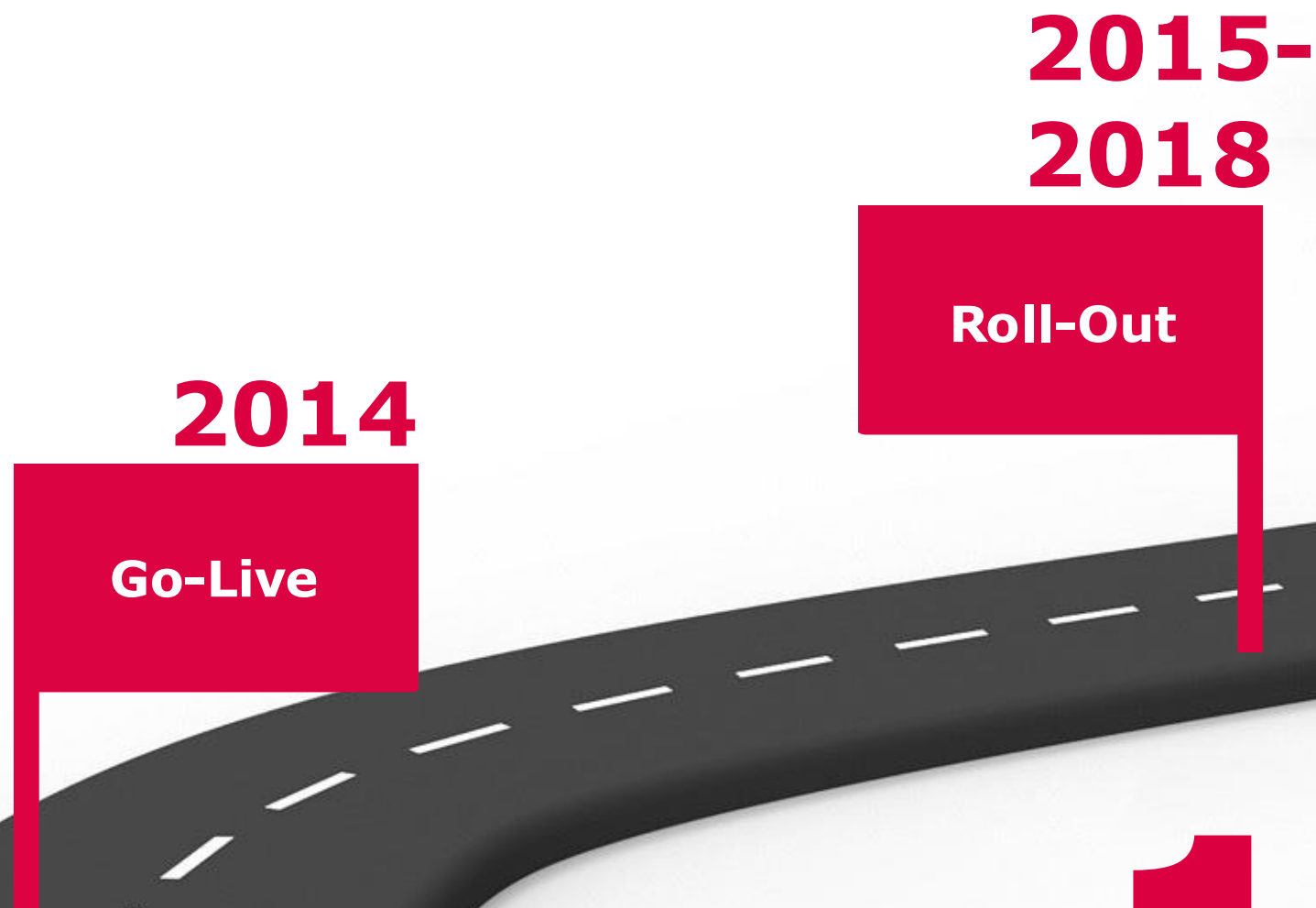
Modernizing the core: 10-Year Evolution from AS/400



Modernizing the core: 10-Year Evolution from AS/400 to SAP Fiori



Focus on internal processes

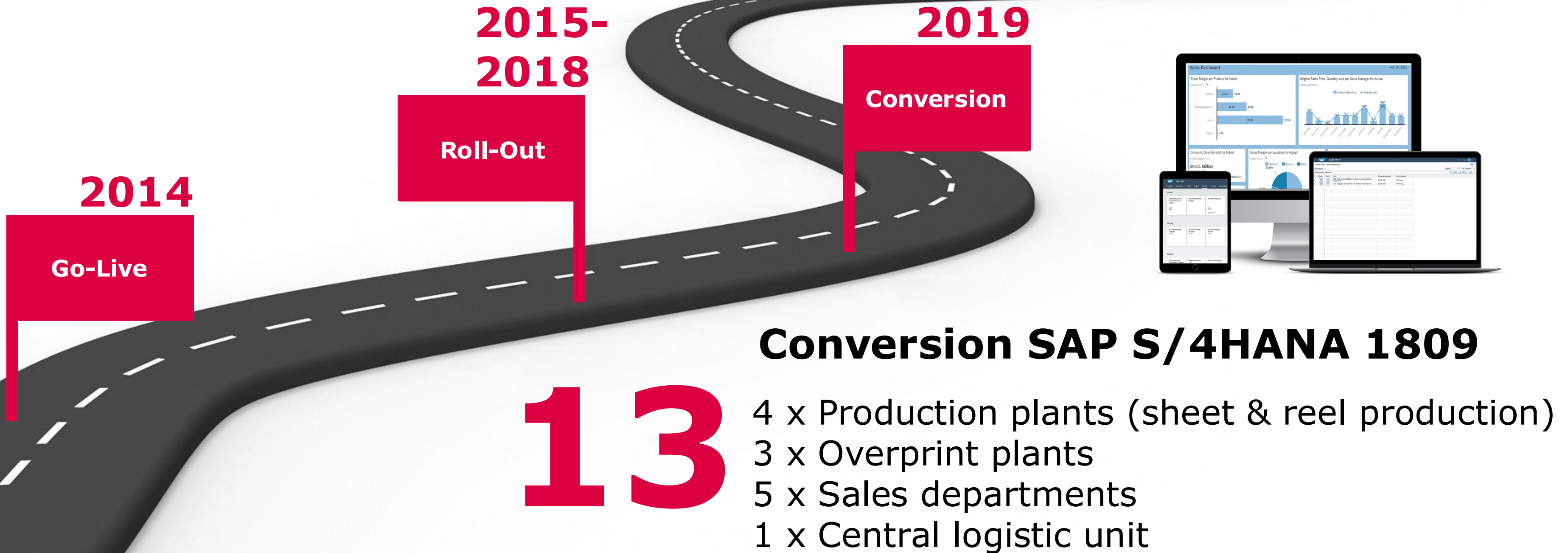


SAP ECC & VC PowerPack 11

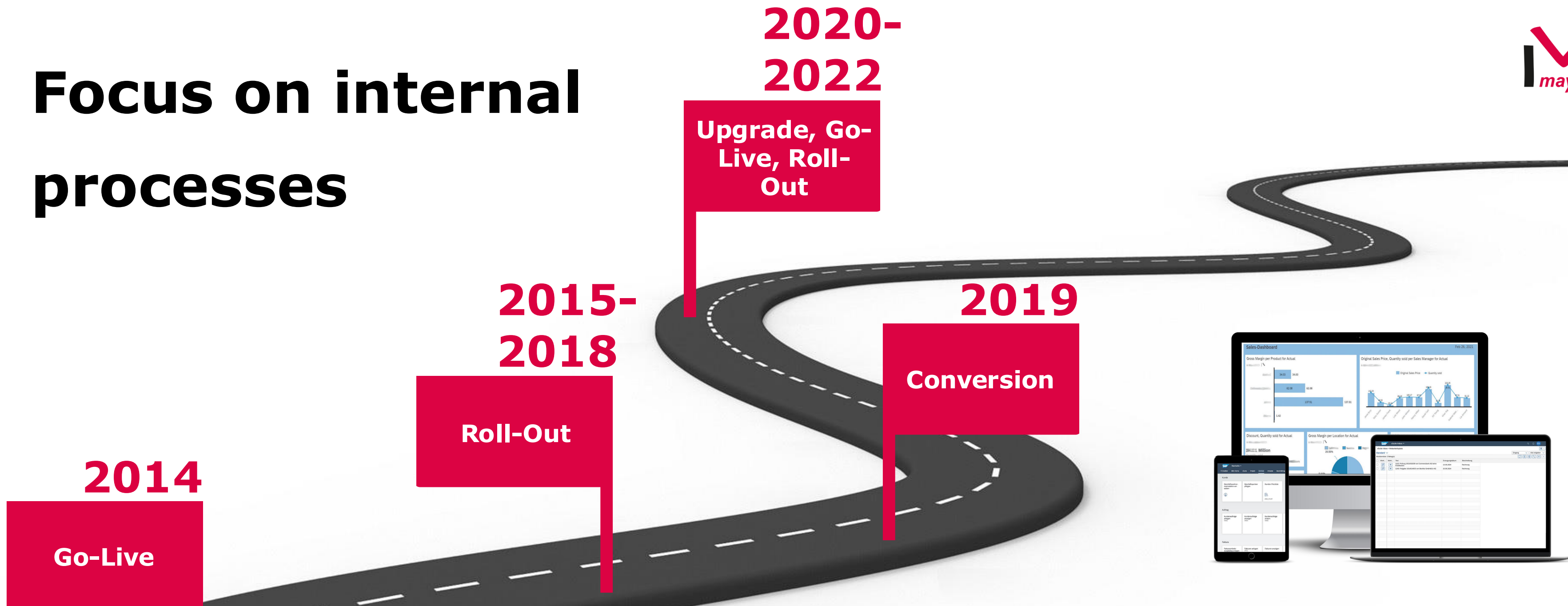
14

- 5 x Production plants (sheet & reel production)
- 3 x Overprint plants
- 5 x Sales departments
- 1 x Central logistic unit

Focus on internal processes



Focus on internal processes

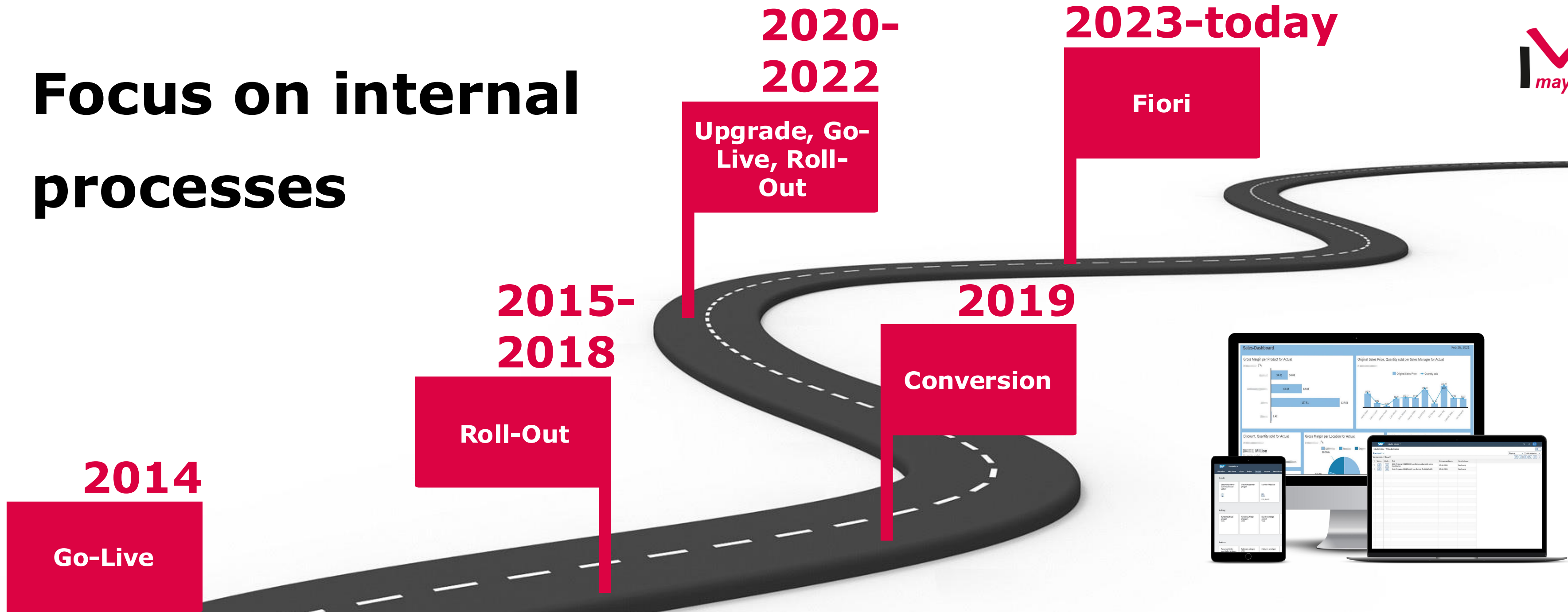


SAP S/4HANA 2020, VC PowerPack 14, xSuite

3

- International Roll-Outs Poland
- 2 x Production plants
- Fully-automated warehouse & intralogistics
- 1 x Production plant

Focus on internal processes



Fiori Launchpad (Sales), group-wide reorganisation

- 6**
- 2 x Production plants
 - 1 x Overprint plants
 - 2 x Sales departments
 - 1 x Central logistic unit

A photograph of a factory floor. In the foreground, there are various pieces of industrial machinery, including a white machine with the word 'MASCHINEN' visible on its side. A worker is visible in the background, standing near a conveyor belt system. The floor is cluttered with equipment, cables, and structural elements. The lighting is bright, typical of an industrial setting.

Challenges

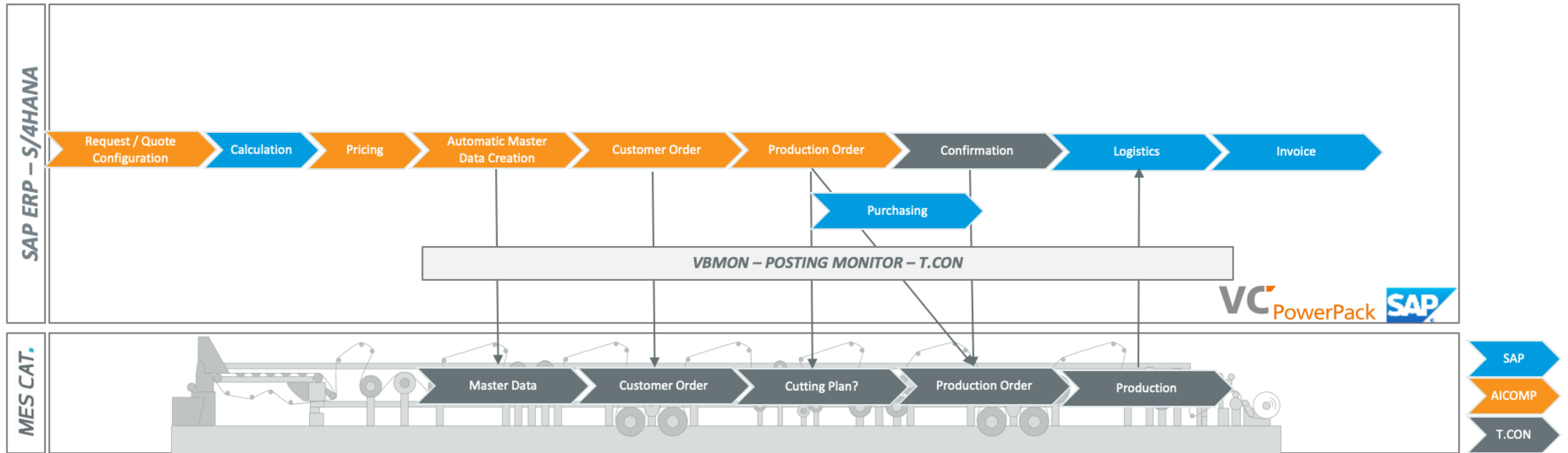
- Separating production lines to meet BRC requirements
- Integrating BRC-certified batch tracking with SAP and MES CAT (t.con)
- Implementing new VCPowerPack 14 IS_FLEXIBLES for bakery bag configuration
- Managing remote implementation during the pandemic

Spotlight on Recent Process Innovations and Implemented Key Features

03

**Processes customized
to our needs!**

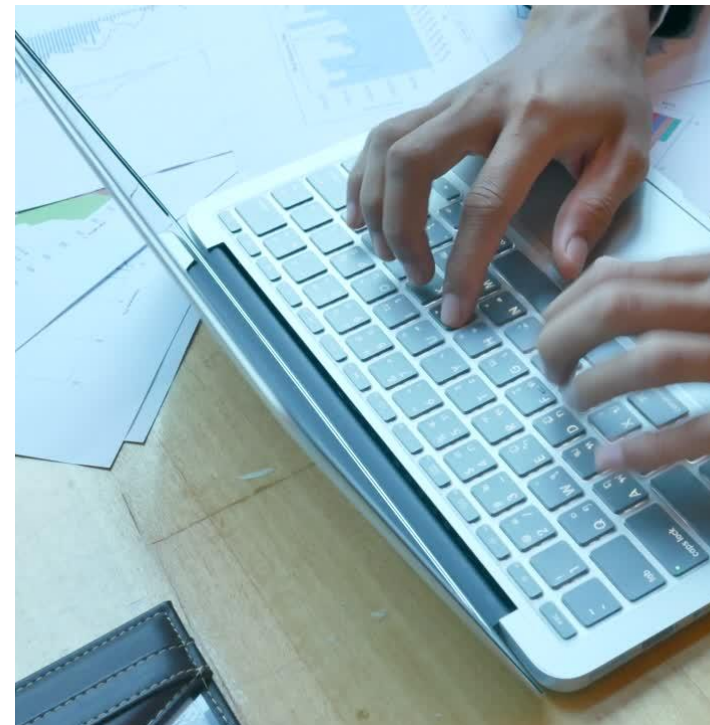
System Architecture: Quote-to-Cash Process



QTC PROCESS OVERVIEW

QTC: High Volume Configurations and Robust Production Management since 2014

- Automated component selection (paper, foil, adhesives, inks, etc.) and tool determination based on product specifications
- Automated production route finding with plant switching, including setup and runtime based on product specifications



Configuration

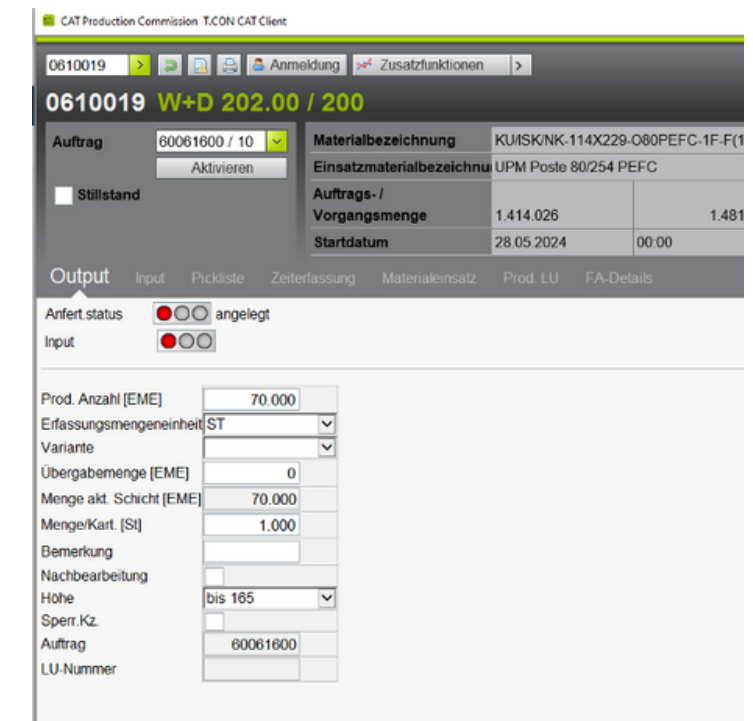
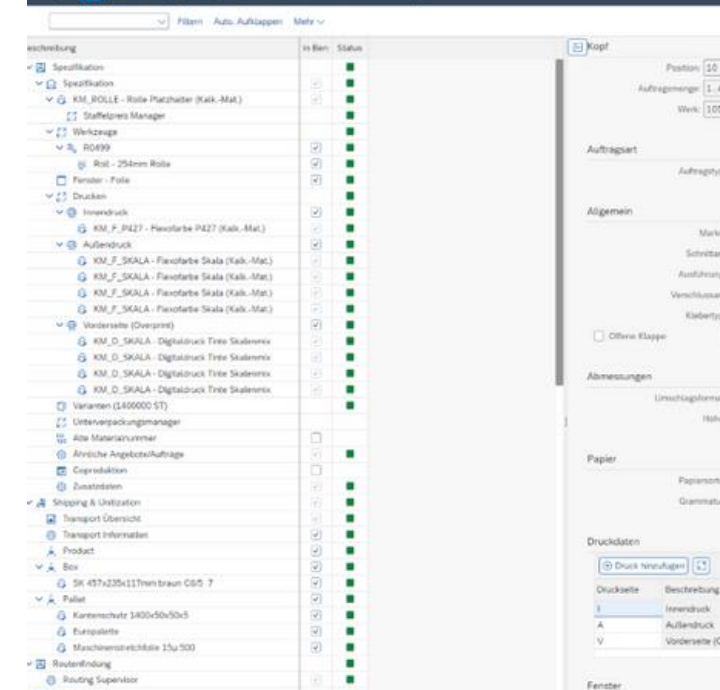
280,000

Created in SAP S/4HANA
(VC-Power Pack)

Material Master Data

100,000

Created using Smart MD
(MBQ). Assignments to
routings, customer info
records, BOM`s.



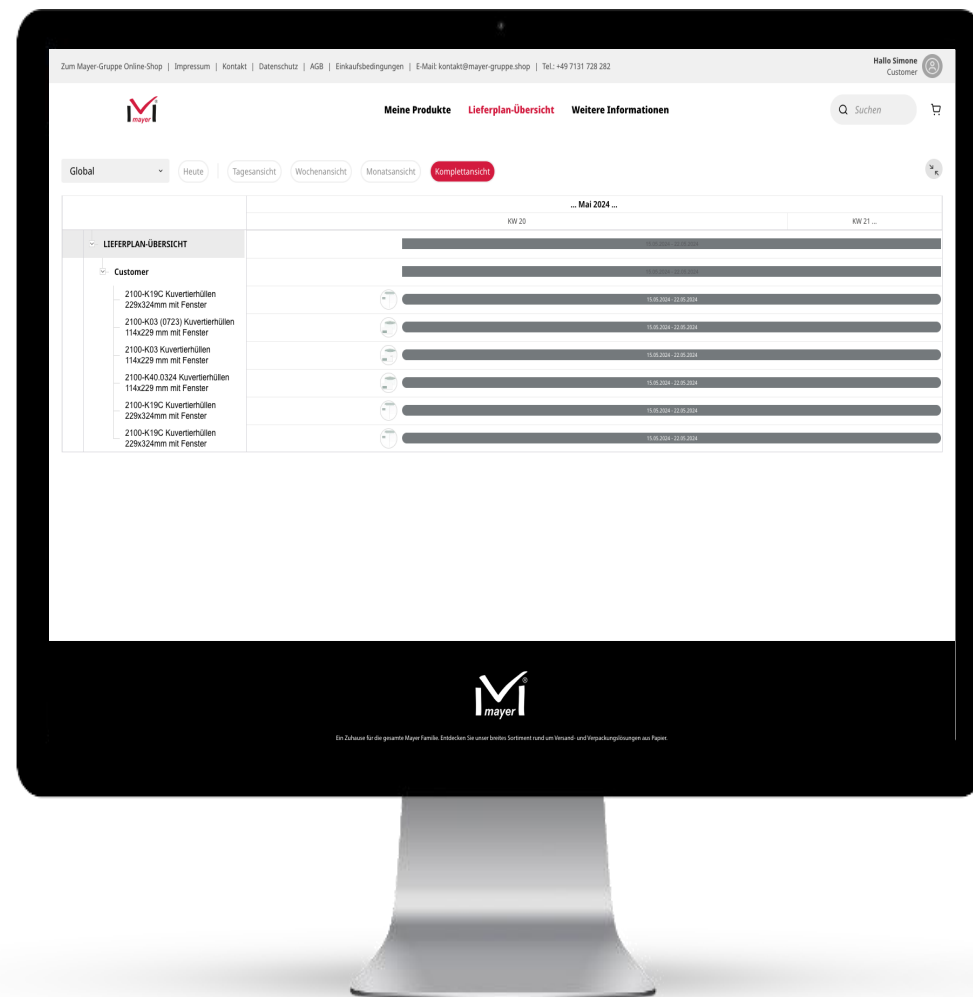
Production orders

170,000

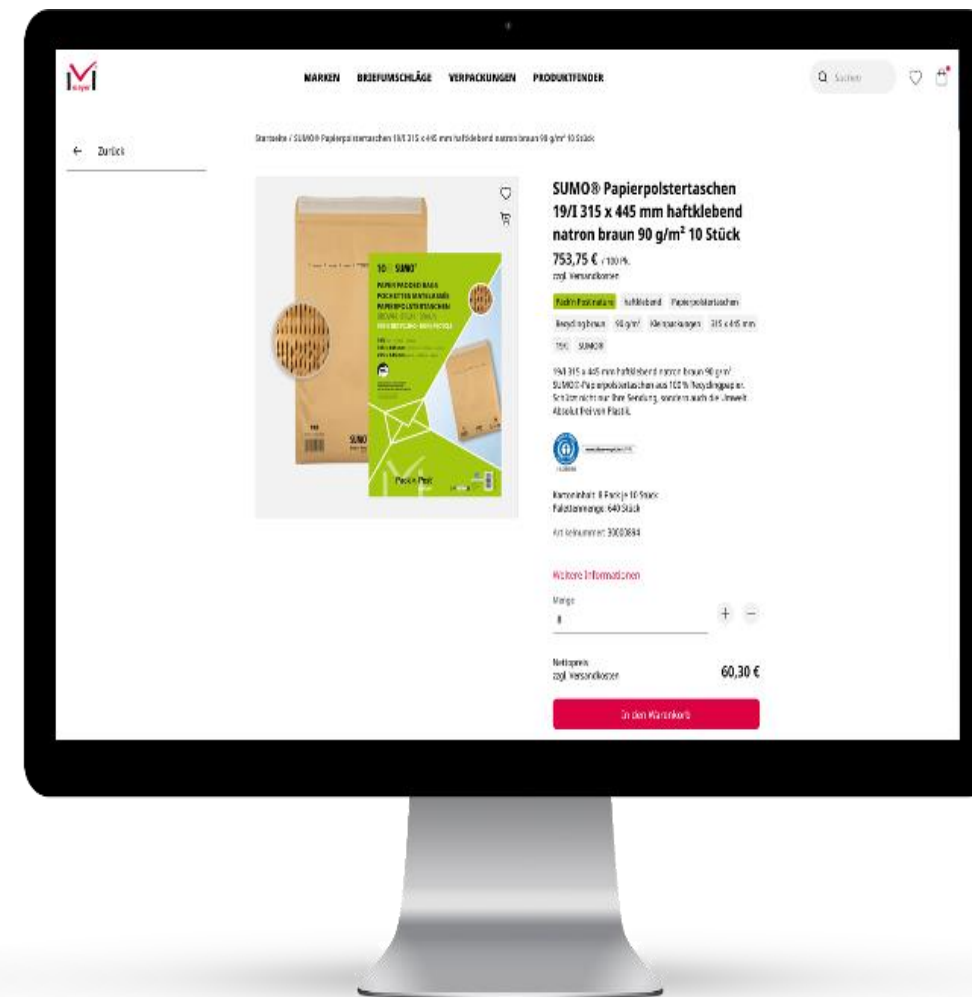
Cross-plant
manufacturing and
complex IC-processes.

**What has been implemented on
the customer's end?**

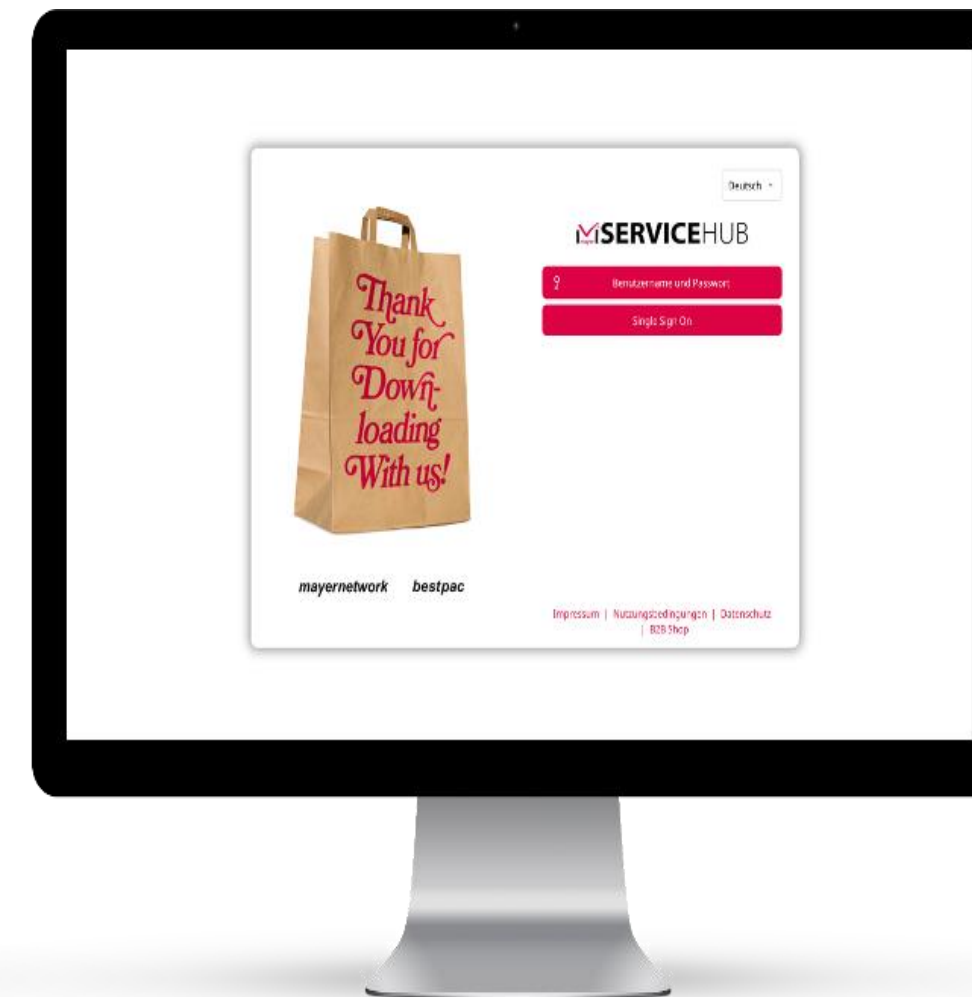
Digital platforms for better customer engagement and support



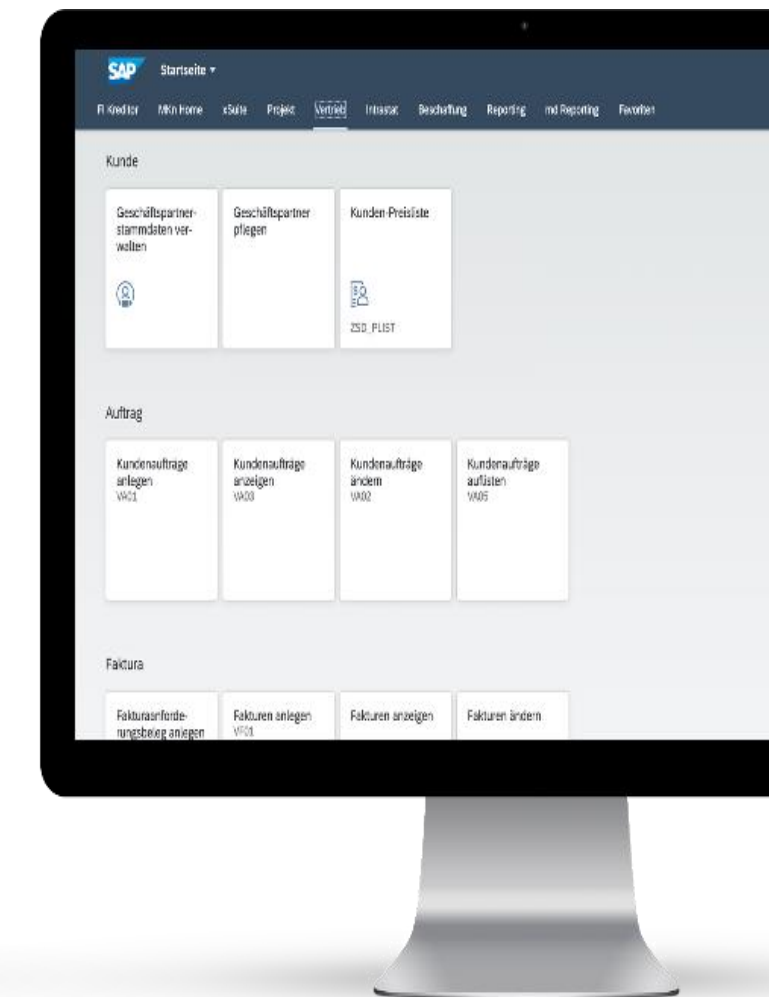
Customer Center



B2B Shop

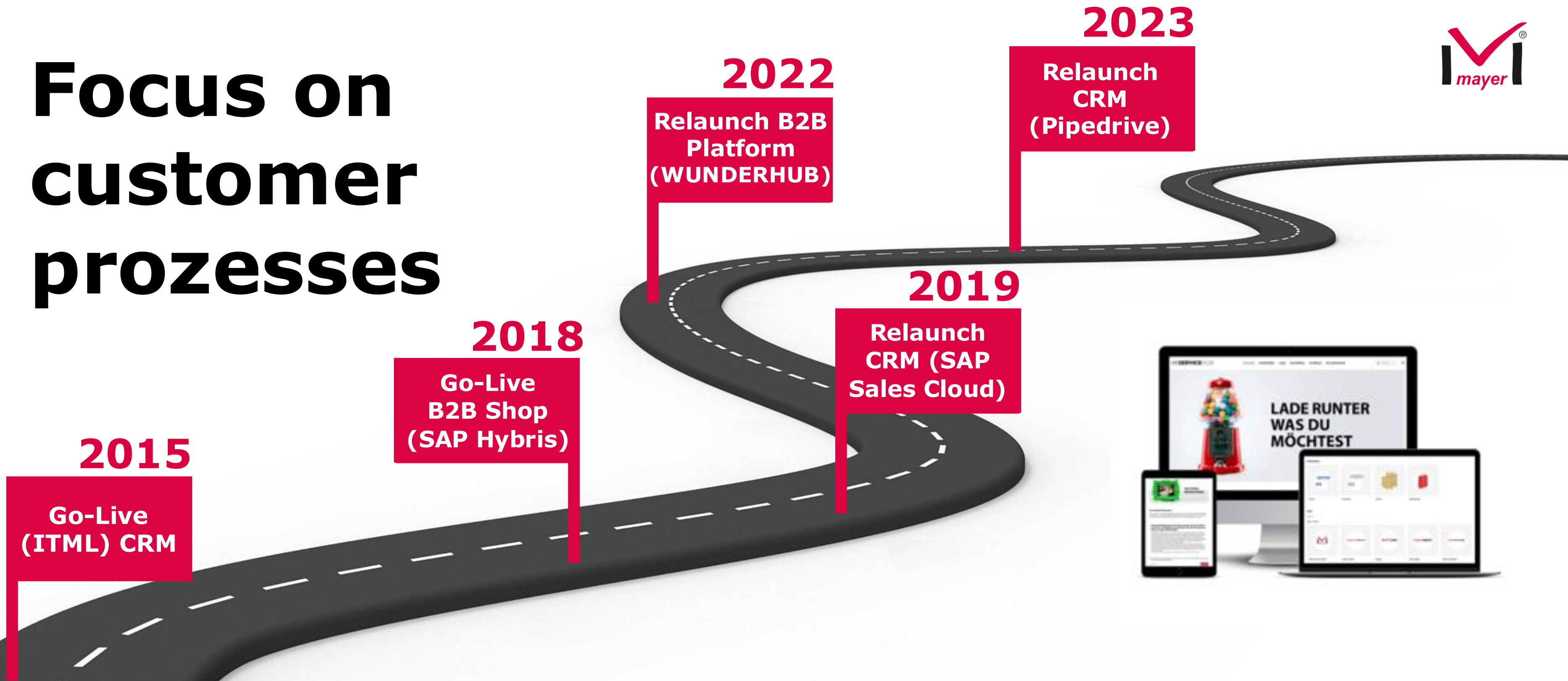


Service Hub



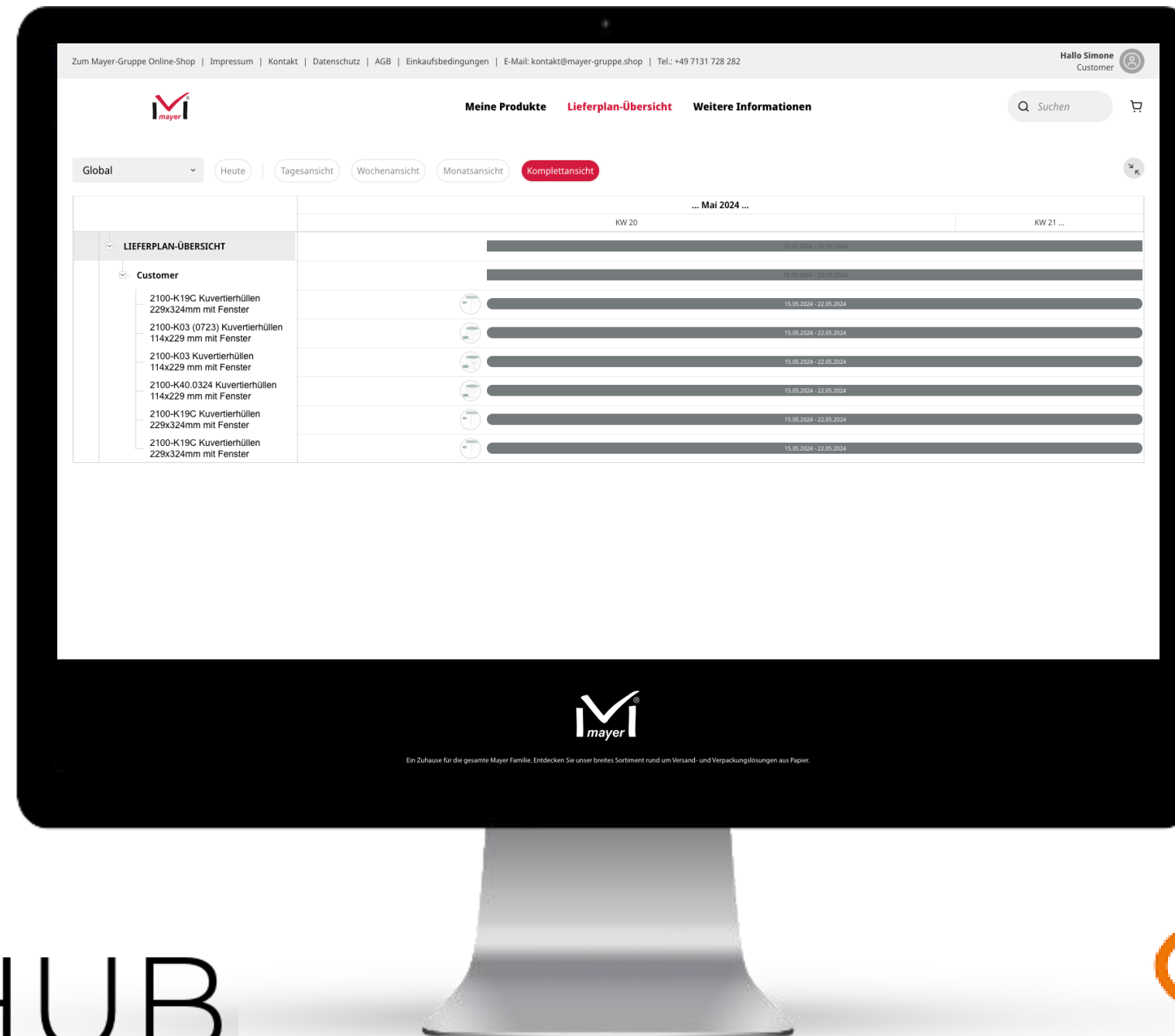
CRM System

Focus on customer processes



Mission: Integrated CRM System and E-Commerce Platform

Customer-Centric Transformation: Latest Process Innovation



WUNDERHUB



**Let's take a look at the
system.**

**Willkommen im
Lieferplan-Hub**
für Geschäftskunden

Deutsch ▾



Bitte melden Sie sich an und achten Sie auf die Groß- und Kleinschreibung.

Benutzername

simone.glaeser

Passwort

Anmelden

[Passwort vergessen?](#)



mayernetwork

bestpac

[Kontakt](#) | [Datenschutz](#)

**Access to customer products
and delivery schedules**

**Willkommen im
Lieferplan-Hub**
für Geschäftskunden

Deutsch ▾



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Convenient check-out
process

Willkommen im
Lieferplan-Hub
für Geschäftskunden

Deutsch ▾



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Customer enters specific
call-off information

Willkommen im
Lieferplan-Hub
für Geschäftskunden

Deutsch ▾



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Anmelden

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Call-off placed in
WUNDERHUB with all Details
displayed

SAP Startseite

MKn Home Logistik Stammdaten Beschaffung Produktion Vertrieb xSuite Intrastat Favoriten

Lieferpläne

Übersicht / Auswerten

| | | | |
|---------------------------|-----------------------------------|------------------------------------|---|
| Lieferplanmonitor ZLPM | Liste Verkaufslieferpläne VA35 | Liste Verkaufslieferpläne VA35N | Verkaufslieferpläne verwalten 7,15 K |
|---------------------------|-----------------------------------|------------------------------------|---|

Anlegen / Ändern / Anzeigen

| | | | |
|-------------------------------------|------------------------------------|--------------------------------------|-------------------------------|
| Verkaufslieferpläne anlegen VA31 | Verkaufslieferpläne ändern VA32 | Verkaufslieferpläne anzeigen VA33 | 4-Augen-Prinzip Liste Z4AP |
|-------------------------------------|------------------------------------|--------------------------------------|-------------------------------|

Call-off is directly routed to SAP

SAP Startseite

MKn Home Logistik Stammdaten Beschaffung Produktion Vertrieb xSuite Intrastat Favoriten

Lieferpläne

Übersicht / Auswerten

| | | | |
|---------------------------|-----------------------------------|------------------------------------|---|
| Lieferplanmonitor ZLPM | Liste Verkaufslieferpläne VA35 | Liste Verkaufslieferpläne VA35N | Verkaufslieferpläne verwalten 7,15 K |
|---------------------------|-----------------------------------|------------------------------------|---|

Anlegen / Ändern / Anzeigen

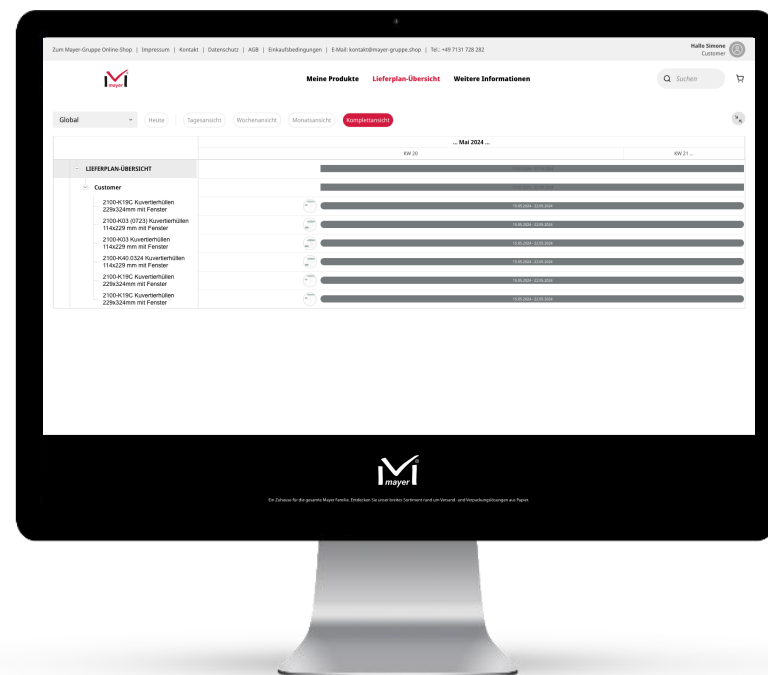
| | | | |
|-------------------------------------|------------------------------------|--------------------------------------|-------------------------------|
| Verkaufslieferpläne anlegen VA31 | Verkaufslieferpläne ändern VA32 | Verkaufslieferpläne anzeigen VA33 | 4-Augen-Prinzip Liste Z4AP |
|-------------------------------------|------------------------------------|--------------------------------------|-------------------------------|

Automatic creation of the call-off for the corresponding delivery schedule

Call-off positions recorded manually to date: **50,831**

Synchronous OData API:

- Standard SAP API for Sales Order (A2X) with a single enhancement
- Deployed via WUNDERHUB platform
- Implemented in under a month



Customer Front-End Platform: WUNDERHUB SaaS software

- Easily customizable to your needs through widgets
- Administration is coding-free

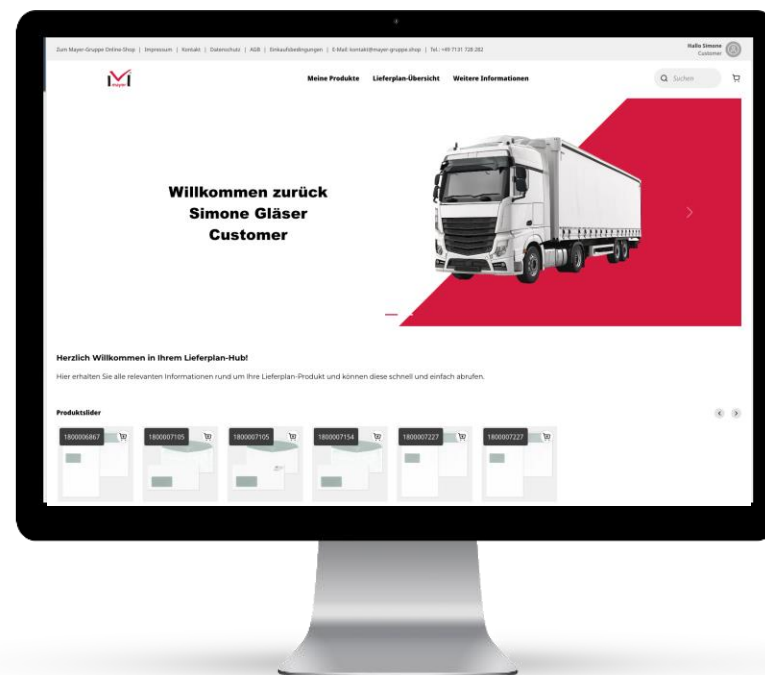
Administrative added value including customer benefit:

Administrative added value:

- automated customer demand query
- quick and easy editing / organization
- reduction of administrative effort

Customer Benefit:

- 24/7 ordering possible
- Complete overview of delivery schedules and their stock levels
- quick and easy

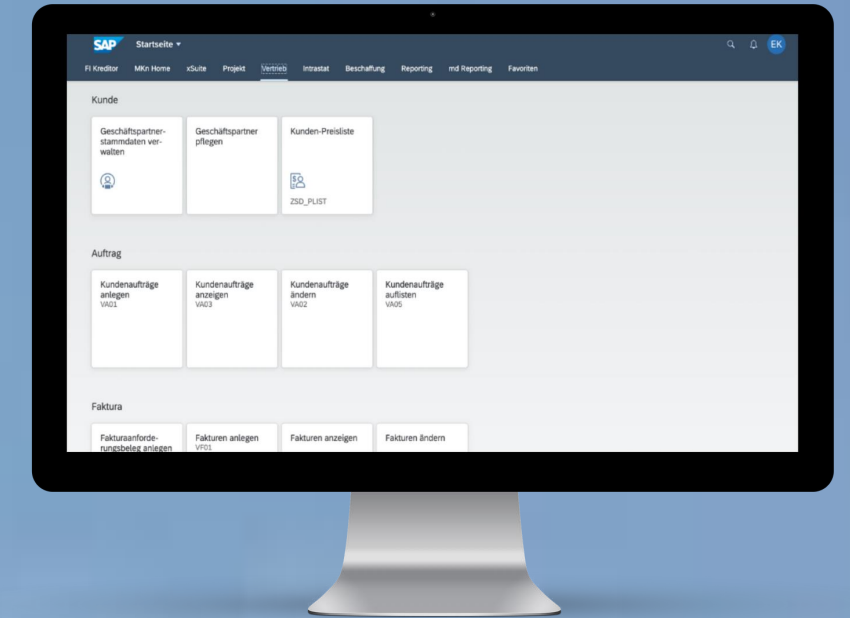


Lessons learned and strategic shift in IT Strategy

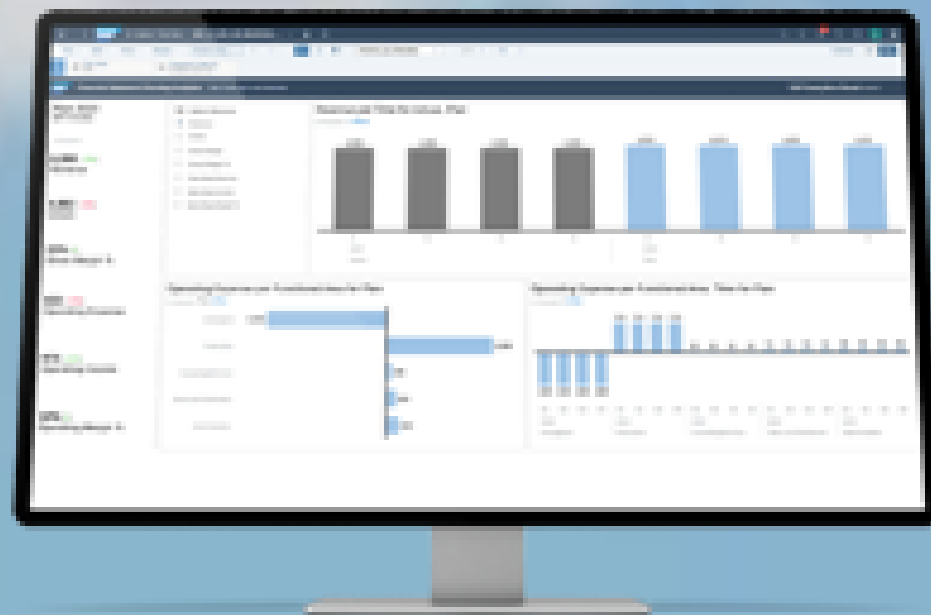
04

SAP-First Approach from 2014 to 2022, Followed by a Shift

SAP Commerce Cloud



SAP Success Factors



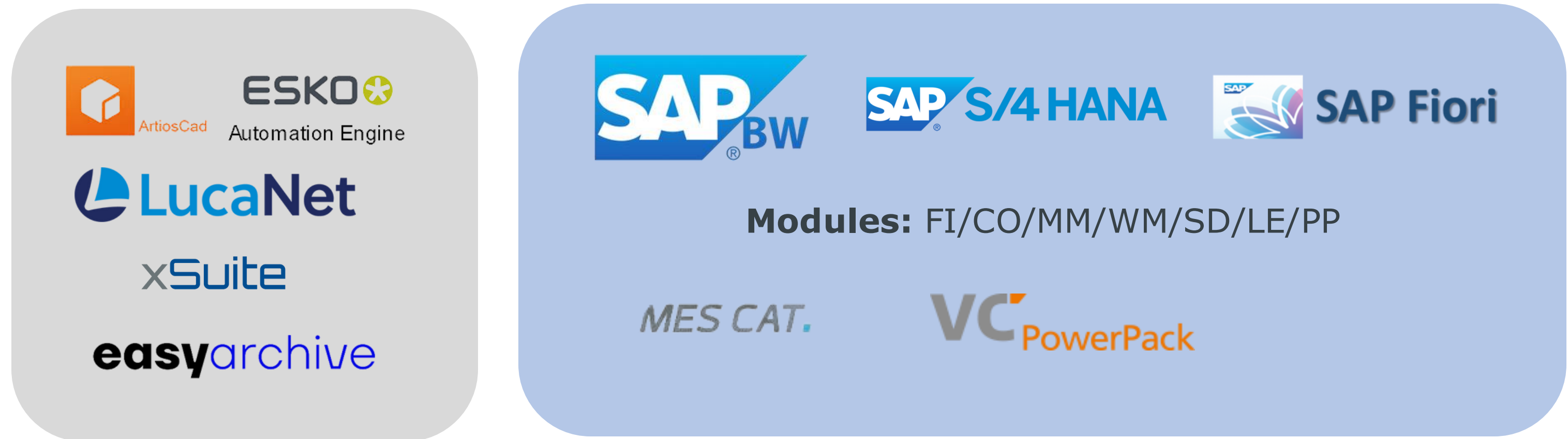
SAP Sales Cloud

System landscape 2024

Cloud



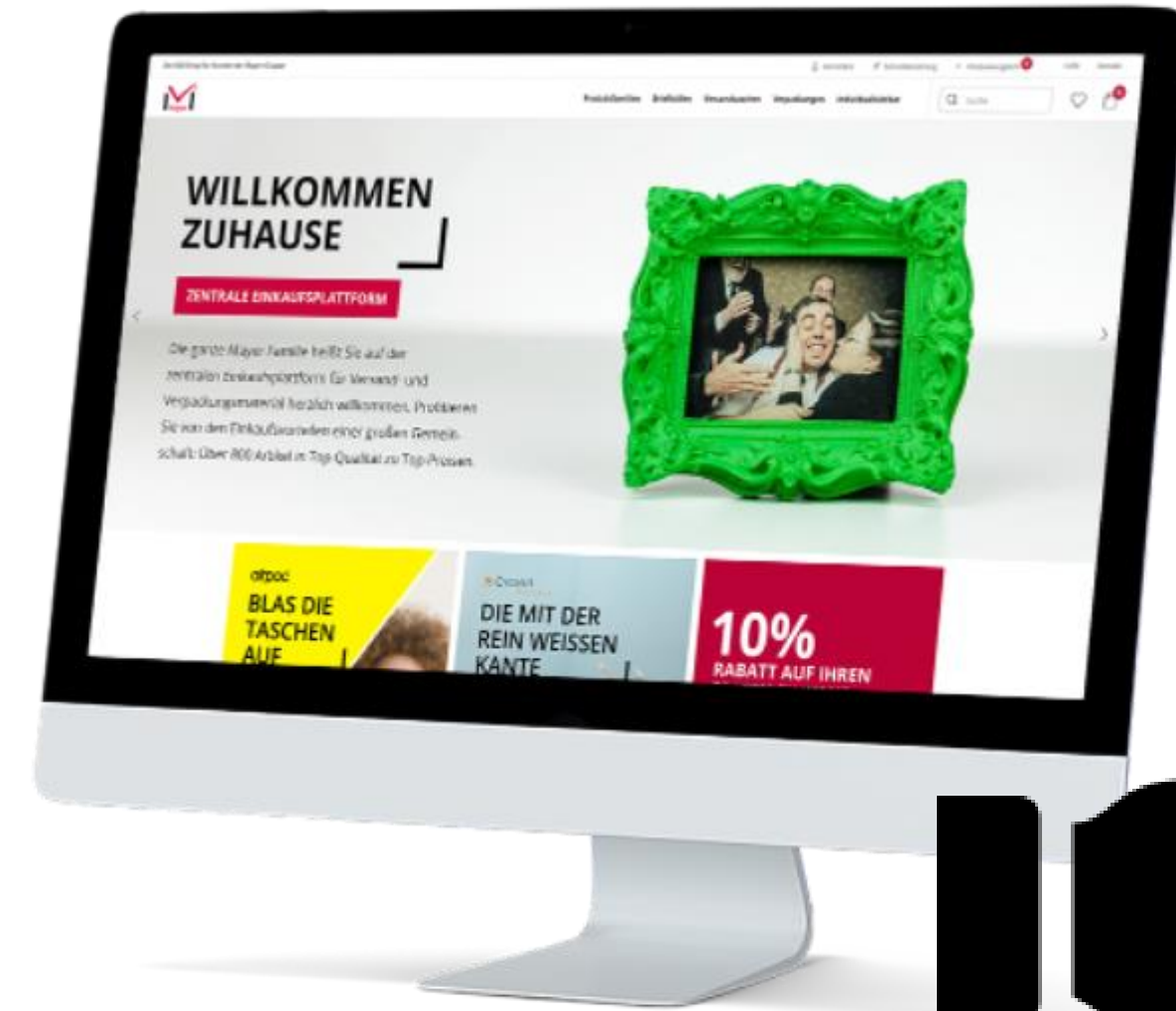
OnPrem



Comparing Outcomes: Success vs. Failure in Time, Budget, and Satisfaction



SAP S/4 HANA



Evolution of Systems: **Moving Away from SAP First Approach**

We are still rooted in SAP courses, but we have moved further away from a SAP First approach today.

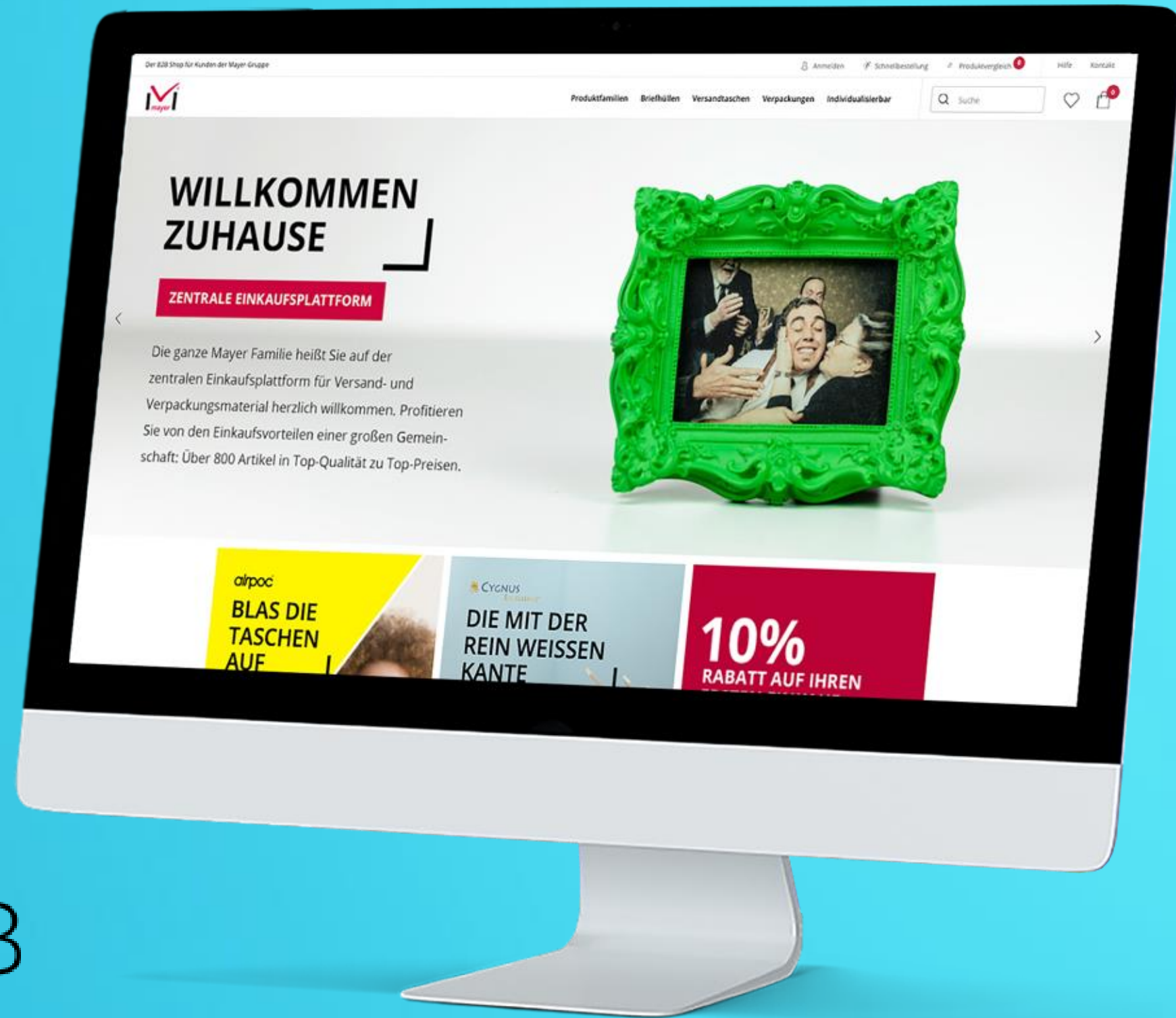
Over the years, we have replaced some systems with alternative cloud products, leading to significant benefits.





Transition from
SAP Commerce
Cloud to

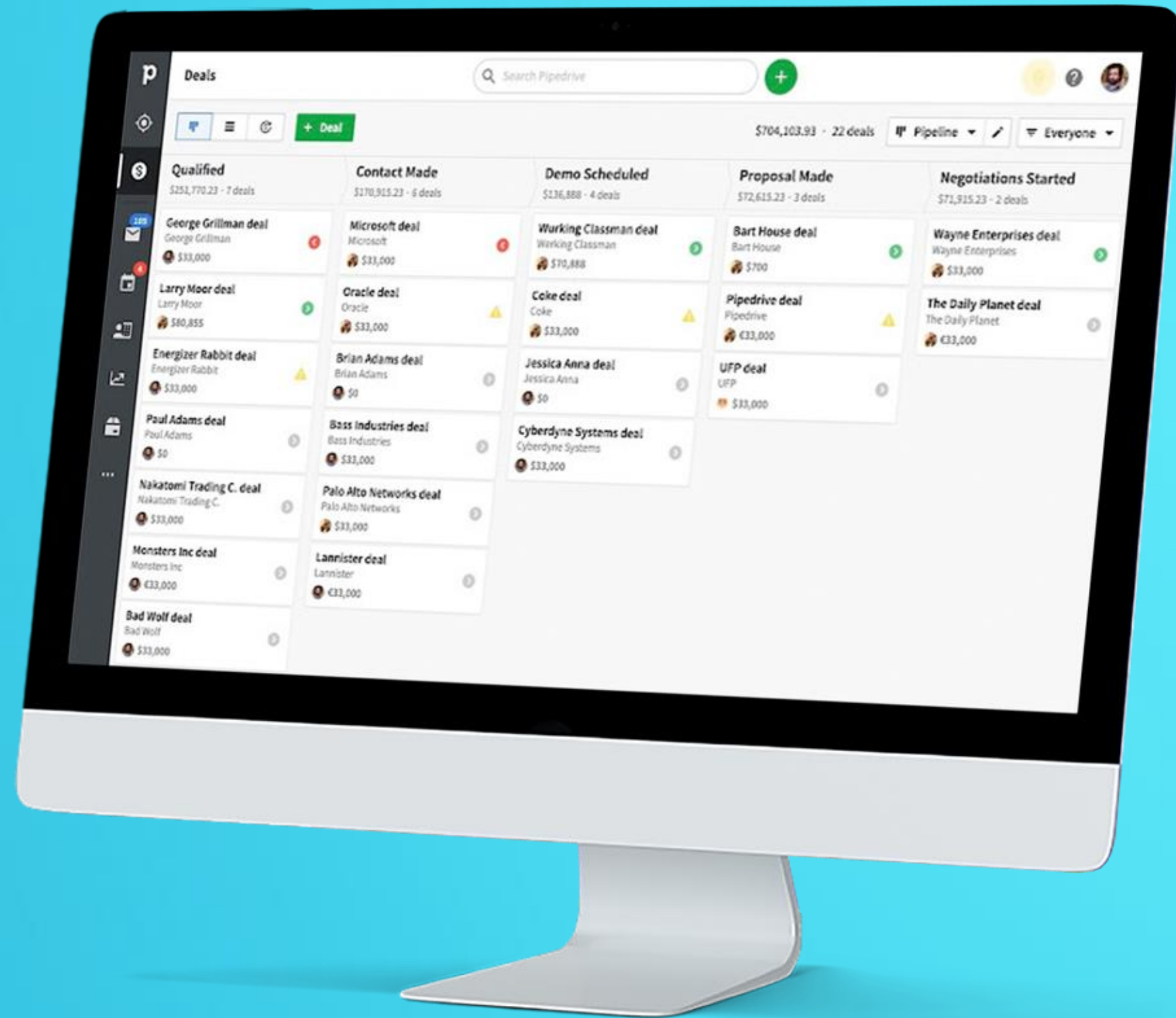
WUNDERHUB





Transition from
SAP Sales
Cloud to

pipedrive





Addressing previous challenges:

Ongoing costs, limited customization flexibility, excessive external dependencies, and project phase complications.

Today, we benefit from cost-effective solutions, greater flexibility, reduced external dependencies, and enhanced control.

