

The background of the top half of the page is a photograph of a modern office interior. The office is brightly lit with a mix of purple and blue ambient lighting. There are several rows of desks with computer monitors and ergonomic chairs. The ceiling has recessed lighting and circular air vents. The overall atmosphere is professional and high-tech.

Selective Brownfield Implementation

Success Story

What is Selective Brownfield Implementation?

Organisations opting for the brownfield approach (system conversion) to S/4HANA may find themselves restricted to only technical optimisations. Processes and data largely remain the same, and activating some new functionalities may not be easy due to legacy data.

This approach often leads to the new system being cluttered with old, unused custom code, obsolete organisational structures, and data.

Selective Brownfield Implementation, on the other hand, is a more flexible and selective approach that addresses brownfield implementation constraints by utilising the cbs ET Enterprise Transformer software solution.

World Leading Lifestyle Brand For Gamers

Founded in the early 2000s, this global electronics company has emerged as a prominent player in the gaming industry. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software, and services.

The company's award-winning hardware includes high-performance gaming peripherals and Blade gaming laptops. They also offer payment solutions, including a prominent game payment service ranked among the world's largest, and its fintech branch offers financial technology services in emerging markets.

Additionally, the company's software platform, with over 175 million users, encompasses an Internet of Things platform, a proprietary RGB lighting technology system supporting thousands of devices and hundreds of games/apps, and a game optimizer and launcher.

To Future-Proof Digital Innovation & Driving A Sustainable Future

The Group is the world's leading gaming company utilising SAP globally and needed to rejuvenate its SAP ECC 6.0 system environment to the latest S/4HANA version. Our customer aims to future-proof their technology to ensure more robust industry standards and implement best practices for all lines of business processes.

They believe that selecting the appropriate technology requires more strategic thinking than simply adhering to accepted industry standards. S/4HANA can ensure a higher level of resilience that offers both scalability and flexibility, enabling them to focus on their core business.

Challenges With The Existing System Landscape

The world-leading gaming company has been on SAP ECC6.0 since 2012. As part of defining and preparing for the transition to S/4HANA, cbs and the customer had to ensure a comprehensive understanding of any potential process inefficiencies for a more targeted transformation approach.

In addition to the initiative to migrate to SAP S/4HANA, there are other organisational requirements. For instance, there are divested entities in their current SAP system, some intercompany processes have been newly established, and there is a need for certain data transformations to facilitate more cohesive reporting. Furthermore, one of their company codes for Document Splitting was not activated, leading to issues within the system.

The customer has a significant portion of its business in the consumer electronics sector; therefore, they need to ensure that migration is kept to the shortest possible downtime to minimise disruption to its operations.

Target Picture On Amazon AWS Cloud Platform

Due to the limitations of the traditional migration approach and their requirements, cbs proposed the Selective Brownfield approach to achieve the intended target picture for the customer on the Amazon AWS cloud platform.

With cbs' Selective Brownfield approach, scenarios such as removing redundant organisational units, historical data changes, and activating document splitting for company code are all made possible due to the cbs ET Enterprise Transformer software solution. These transformations are performed for the customer as part of the Selective Brownfield program before the conversion from ECC 6.0 to the S/4HANA environment.

cbs ET enables a value-based approach to data selection, allowing all relevant data to be transferred, irrespective of status. With cbs ET, selective process changes, such as process standardisation and harmonisation or the implementation of S/4HANA innovations, can be applied efficiently and consistently to all master and transaction data.



About cbs ET Enterprise Transformer

cbs ET Enterprise Transformer for SAP S/4HANA is the world's first comprehensive standard software for holistic SAP data transformation. cbs ET enables a value-based approach to data selection, allowing all relevant data to be transferred, irrespective of status. With cbs ET, selective process changes, such as process standardization and harmonisation or the implementation of S/4HANA innovations, can be applied efficiently and consistently to all master and transaction data. cbs ET also offers complete flexibility in the choice of cutover scenarios – both in stages (for example, by company code) and in one big bang, using near-zero-downtime functionalities. cbs ET enables a value-based approach to data selection, allowing all relevant data to be transferred, irrespective of status. With cbs ET, selective process changes, such as process standardization and harmonisation or the implementation of S/4HANA innovations, can be applied efficiently and consistently to all master and transaction data.

Project Success With A Harmonised Landscape Environment

With the removal of redundant organisational units and historical data changes for the intercompany scenario to be better optimised with the new standard best practice, the customer now has a much leaner system regarding its business operations.

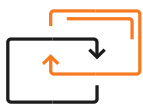
To ensure business downtime is kept to a minimum, the actual business downtime was less than 20 hours, a much lower timeframe than the initial analysis.

Disruption to its business was minimised. S/4HANA now allows our customers to reap its full benefits and new functionalities.



About System Landscape Transformation (SLT)

System Landscape Transformation (SLT) enables companies to align their existing SAP system landscape after restructuring their business, updating existing processes, integrating a recently acquired company, or removing parts of the business data due to a divestiture from their existing SAP system landscape. This ensures full data consistency and data integrity within transformation projects such as data migrations and data conversions.



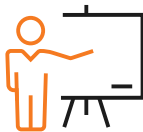
Merger

Consolidating process and system landscapes, merging SAP/ ERP systems



Carve-Out/ Split

Separating enterprise units, business-compliant and on-schedule



Restructuring

Reorganising with continuity in ongoing operations, with more than SAP resources



Data Harmonisation

Unifying accounts and company codes, controlling areas, and master data



Data Migration

Migrating and converting data from heterogeneous systems, rapid and secure



SAP S/4HANA

Transforming to S/4HANA by migration, conversion or by Selective Data Transition



About cbs Corporate Business Solutions

cbs Corporate Business Solutions is a comprehensive, end-to-end SAP consulting service provider that combines technical & business process consulting with mature software technology to deliver complex projects. Since its founding in 1995, cbs has expanded to over 15 offices with over 600 consultants worldwide allowing us to deliver high-quality SAP consulting services for our global customer base. cbs is a founding member of the SAP S/4HANA Selective Data Transition Engagement group, formed in May 2019.



Involve Us

Risk-free assessment

cbs will conduct a workshop with experienced transformation consultants covering deployment options and transition approach.

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For free content

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Ask Us Questions

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