SYNTAX

CASE STUDY

Brenntag Canada further extends its SAP solution suite with SAP Warehouse Management

Learn how Syntax supported this global market leader in chemical and ingredients distribution.

Company background

Brenntag Canada offers one-stop-shop raw material solutions, including specific application technology, extensive technical support, and value-added services. As a global market leader in chemical and ingredients distribution, Brenntag manages complex supply chains for both chemical manufacturers and consumers by simplifying market access to thousands of products and services.

Project timeline

- Initial project in two Ontario warehouses went live in 2019

- Rollout in four additional warehouses in 2020

- Future rollouts can be completed in four weeks for each additional warehouse

BRENNTAG

Company info

- 190 distribution locations across the United States and Canada
- Supply 10,000 products and one-stop-shop solutions for consumers' raw material needs
- Over 750 employees

Technology solutions implemented

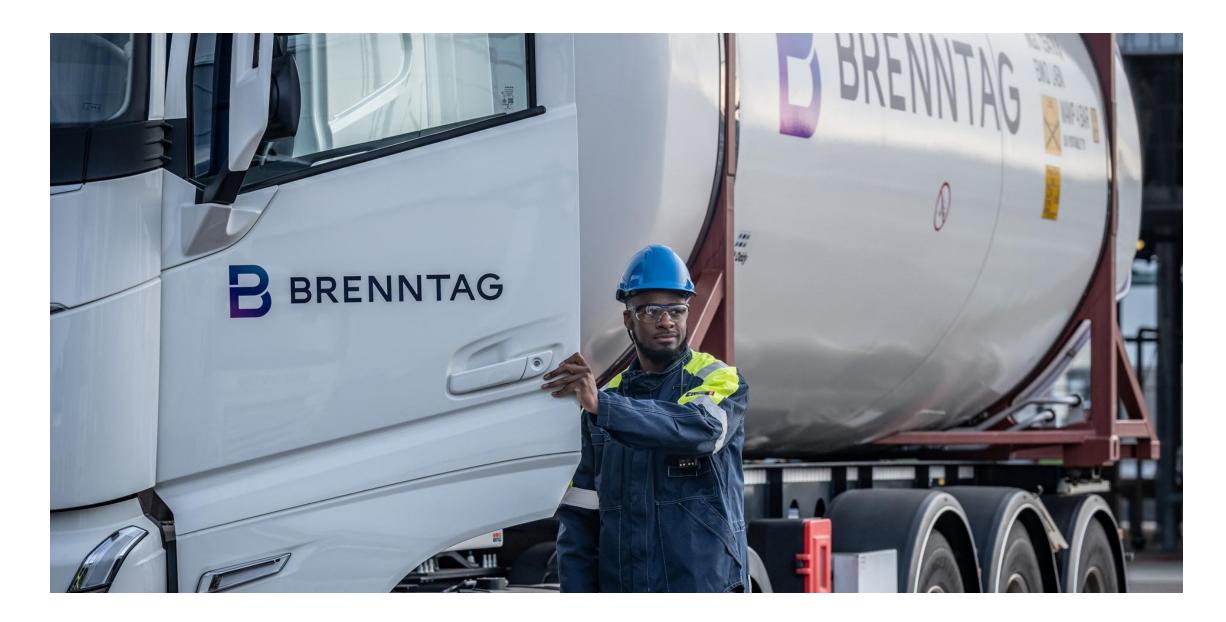- SAP Warehouse Management
- SAP Transportation Management

Overcoming warehouse and transportation management challenges

In the past few years, Brenntag Canada had identified opportunities for improvement in the management of their warehouse and transportation functionalities. Already running SAP ECC for their business, after a successful proof of concept in one of their Ontario warehouses, they decided to team up with Syntax to overcome several key challenges:

- Low traceability and transparency of warehouse movements led to inefficient shipment processes and higher transportation costs

- Several business processes were still executed manually

- With a large portfolio of products, Brenntag needed strong inventory management functionality

- The lack of visibility on inventory resulted in poor order fulfillment and lost sales

- A third-party app needed to be integrated to Brenntag's SAP system following their recent acquisition of a new company

Transforming the business with intelligent automated and integrated Warehouse Management

Syntax implemented the entire SAP Warehouse Management and Transportation Management modules for managing Brenntag's warehouses across Canada, including the following processes and functionalities:

- Management of storage units in bulk and high rack bins in warehouses for pallet storage

- Application of labels to pallets and forms used for shipping and transportation
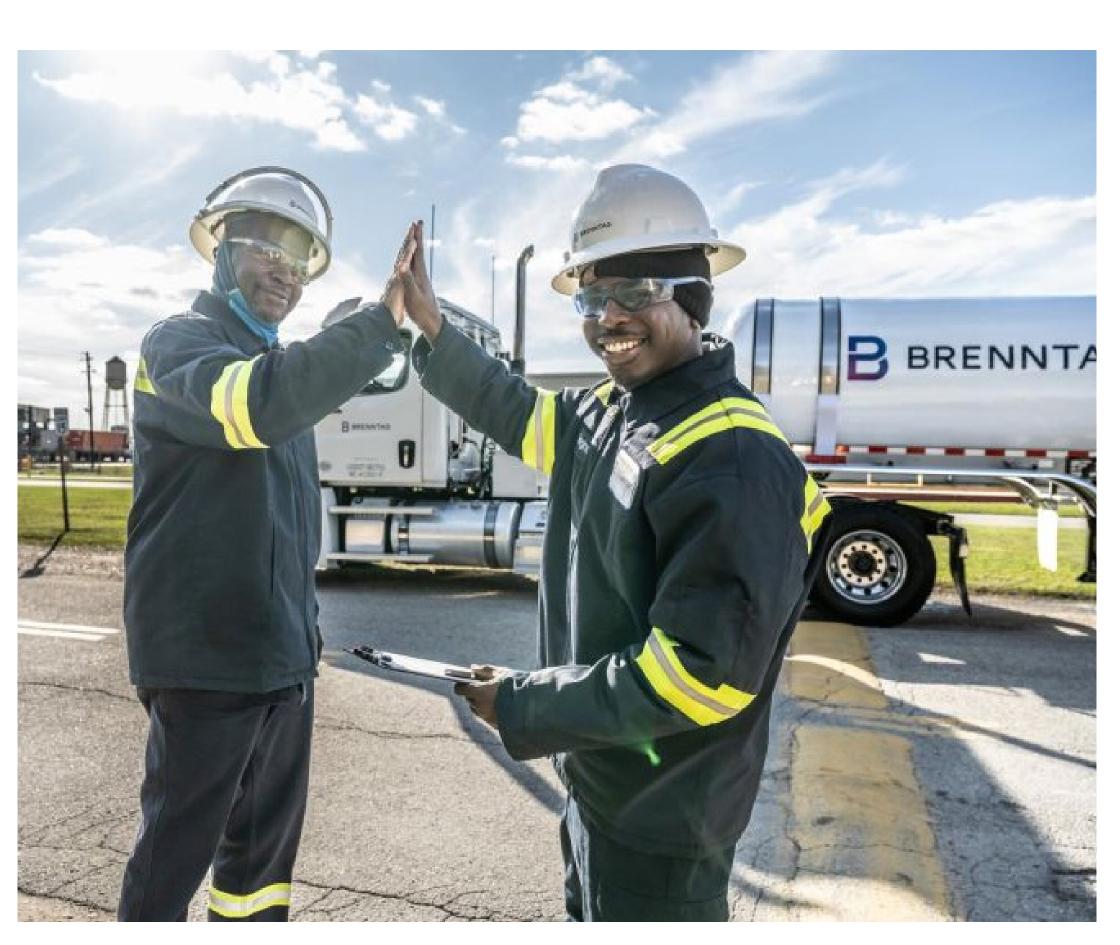
- Integration of purchase and stock transfer orders to inbound goods receipt and putaway processes for external procurement and internal stock transfer

- Integration of customer and internal shipments with the outbound picking, packing, staging and loading processes

- Enablement of put away, picking, packing, loading, internal movement and physical counting through RF devices and barcodes

Why Brenntag chose SAP and Syntax

With solid references in the distribution industry, SAP and Syntax proved themselves great partners, able to demonstrate the value of SAP as a future-proof solution.

- Thanks to a thorough Discovery phase, Syntax helped Brenntag determine that SAP's Warehouse Management solution would cover 95% of their requirements; the remaining 5% needing only minor customization

- Brenntag could benefit from Syntax' highly experienced team with deep knowledge of warehouse management processes

- Syntax offered an agile and responsive team that understood Brenntag's business

- SAP Warehouse Management seamlessly integrated with their existing SAP ECC system without requiring additional licenses

About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience and 800+ customers around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, hybrid, or multi-cloud environments. Syntax partners with SAP, Oracle, JD Edwards, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

Learn more about Syntax at:

syntax.com

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