

# Maxeda DIY Group renews its digital core with SAP S/4HANA

Capgemini successfully delivers a strong foundation for Maxeda's omnichannel environment based on SAP S/4HANA®

## Building a leading customer experience

People all over the world have long agreed that there is no place like a home. When millions of homeowners in the Benelux region seek to fulfill their domestic visions, many of them turn to Maxeda DIY Group for the tools, construction materials and expert advice they need to improve their homes. With 374 stores spread throughout the region to serve around 1.5 million visitors daily, Maxeda is the market leading 'Do-It-Yourself' (DIY) retailer in the Benelux. However, the organization understands that it must continuously adapt to changing customer expectations.

As part of this effort, Maxeda decided to upgrade its ERP to a simplified core platform with the potential to add applications in an agile way. Maxeda wanted to ensure access to user-friendly data analysis functions to guide daily decision-making, improve efficiency, and reduce maintenance costs.

**Client:** Maxeda DIY Group

**Region:** The Benelux

**Sector:** Consumer Products, Retail and Distribution

**Client Challenge:** Maxeda DIY Group has embarked on a digital transformation journey to become the biggest Do-It-Yourself omnichannel retailer in the Benelux. An important milestone in this journey, is the creation of a new SAP S/4HANA platform that would renew its core system and create the flexibility necessary to respond to rapidly changing customer and market demand.

**Solution:** With Capgemini as its partner, Maxeda implemented a platform based on the principles of simplification, standardization, single view, and SAP S/4HANA, creating a robust highway for Maxeda's digital transformation journey.

## Benefits

- Supports an omnichannel market approach
- Enables real-time analytics
- Provides a single view of product and customer data
- Connects offline and online retail operations in an agile manner
- Helps Maxeda DIY Group to act more rapidly on changing customer and market demands



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This is the first step of the transformation journey. Following the installation of SAP S/4HANA as the digital core, Capgemini will continue to partner with Maxedá as its main provider of end-to-end consulting and technology services on SAP solutions, including the agile delivery of new SAP functionalities and changes.

To realize this vision of a more digital future, Maxedá selected Capgemini as its implementation partner because of its substantial expertise with ERP platforms and extensive history of delivering similar projects successfully. SAP S/4HANA was selected as the most viable and futureproof solution.

## Expanding digital capabilities to better support the customer experience

In order to effectively execute the transition to the new ERP platform without disrupting business operations at Maxedá, the partners agreed upon a completely unique three-step delivery plan. This began by transitioning the existing legacy suite onto the SAP S/4HANA platform, which provided simplified ERP tools for a variety of functions such as finance, logistics, warehouse management, and sales and distribution. Following the initial migration, Capgemini worked with Maxedá to convert its ERP Central Component (ECC). By doing so, the business' employees could leverage SAP S/4HANA's in-memory capabilities and design principles. Finally, Capgemini and Maxedá implemented a set of new finance processes designed to more effectively support the new platform.

Once all three steps were accomplished, the partners set up a decentralized electronic warehouse for Maxedá's e-commerce distribution center. As a result, the SAP platform began to gather and provide real-time data from its various ERP applications to deliver greater insights that could then lead to better business decisions.

*"The online world is here to stay and is evolving at amazing speed. But online customers do not exist – we only have customers. That's why the interweaving of online and offline customer interactions is essential. SAP S/4HANA has built the foundation for this omni-channel environment. It allows us to cater much more quickly to the needs of our customers, the ever-changing market, and our own needs by working in an agile way, to connect online and offline. By doing this we created a highway to the future. The main reason Maxedá chose Capgemini is their collaboration with us as a client – notably Capgemini's capability to relate to the real needs of their client," says Erik Cuypers, CIO at Maxedá DIY Group.*

## Real-time insights

The successful migration to SAP S/4HANA provided Maxedá with a single view of the customer and valuable real-time analytics of product and customer data. This enables key decision makers to visualize a wide range of insights. The new processes implemented to support the platform ensured that employees could rapidly adjust to the new technology while the lower maintenance costs associated with the core SAP platform have resulted in enhanced efficiency.

This successful digital transformation has led to a continuing, productive relationship between Capgemini and Maxedá. New retail processes are introduced using agile methodology. Maxedá has reaffirmed its commitment to supporting its customers through digital innovation and will strive to continue to be the preferred option for homeowners in the Benelux region.

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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