

欢迎与 SAP 联系

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## 知名白电生产企业如何以数字化谋转型， 成为全屋定制专业平台？

每年400余款厨卫家电新品上市，年销量达3000万台

荣事达（Royalstar）是中国知名的家电品牌，曾经以洗衣机、电冰箱、小家电等位列“中国名牌”和“中国驰名商标”。随着冰洗白电市场竞争的加剧，荣事达决定从原先的白电生产转型成为厨卫家装建材电器为一体的全屋定制专业平台。在组织模式上，荣事达从公司统一规划设计制造转变为业务部合伙人制；在销售方式上，荣事达也增加了场景化解决方案大客户直销的模式，真正从产品为中心转型为以用户为中心。因此，面对规模化的行业转型升级，荣事达决定通过数字化转型，来支撑公司的高速增长。

思爱普 SAP

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## 荣事达通过精细化物料和供应链管理，来支持公司业务模式的战略转型

通过引入SAP S/4HANA® Cloud并在6个月内完成实施，合肥荣事达电子电器集团得以：

- 大幅减少企业在规模化项目上的投入；
- 将真实唯一的数据纳入系统进行运转和运算，支持统一精准、高效透明的精细化管理
- 由经验驱动走向数据驱动，通过纳入并分析营销、财务、消费者行为等数据信息，帮助公司在市场拓广、产品迭代及研发等问题上做出正确的决策；
- 通过嵌入式分析云，生成个性化的制造成本报告，以更直观地管理成本；
- 升级时得到SAP Preferred Success的专家指导，横跨准备、回归测试、升级后问题处理等各个阶段，并得到SAP学习资源赋能ERP运维团队；
- 降低ERP运维成本，ERP运维团队从原先的4人，精简为现在的2人，运维成本节省50%；
- 提升生产管理效率，按期完工率提升至95%以上；
- 提升财务核算效率，月结从7到8天缩至到2到3天；
- 按期交货准确率提升了20%，按时到货率达90%-98%以上。

“SAP S/4HANA Cloud 在系统的可用性和可靠性上有极高的保障，特别是我们使用了SAP的云交付模式，使得荣事达的ERP运维人员更多地聚焦于业务而不是IT本身，极大的提升了IT人员的价值。”

张俊，首席信息官，合肥荣事达电子电器集团



Royalstar 荣事达

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行业  
消费品行业

员工  
1,300

年营业额  
10亿人民币

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20/09

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