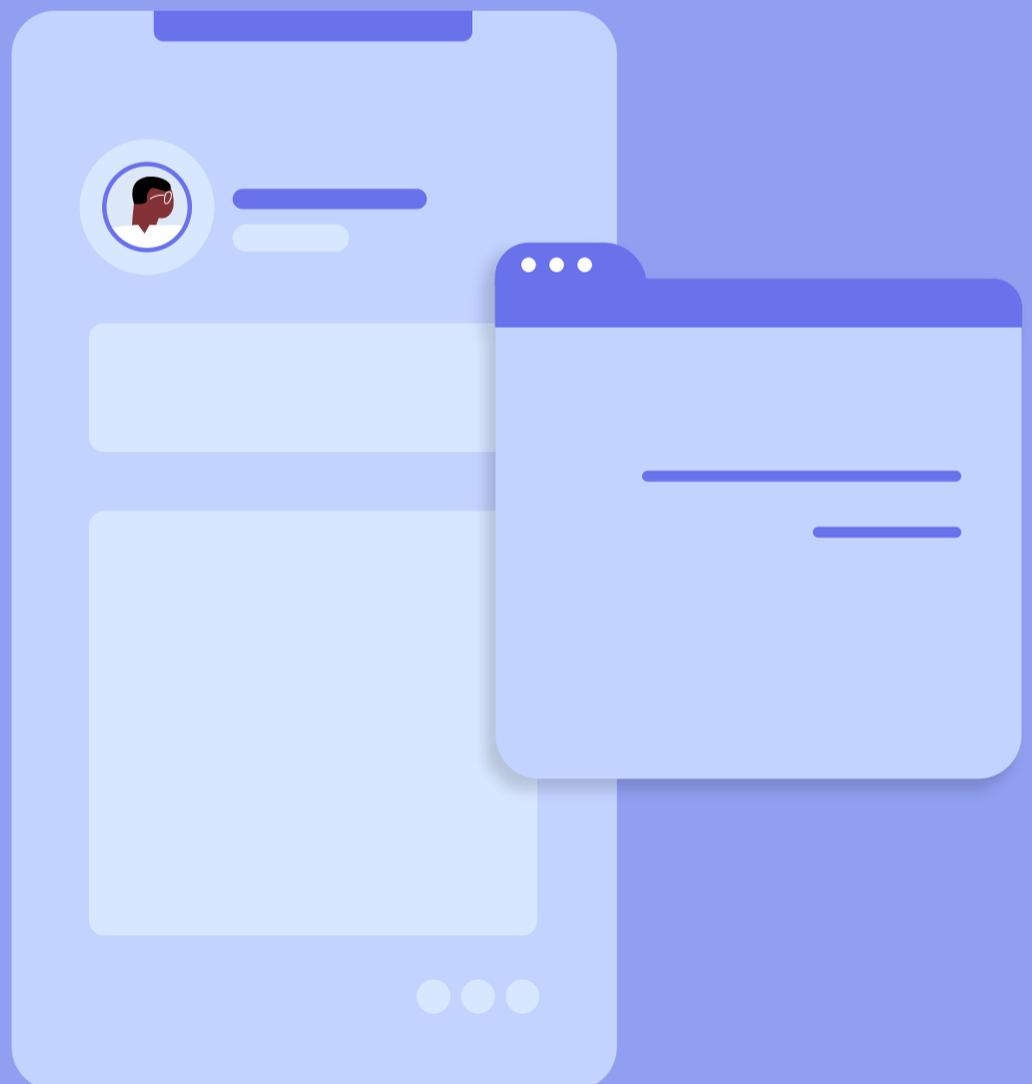


Polak Group

Transformation into an intelligent company focused on the customer experience

Whitepaper



GeneXus™



Image taken from: polakgrupo.com

This is the story of Polak Group, a conglomerate of Mexican companies that led the way by focusing on changing methodologies and processes using technology as a strategy for growth and greater profitability.

Polak Group has been in the Mexican chemicals market for 100 years and is made up of four companies: Polaquimia (chemicals and agrochemicals manufacturing); Dr. José Polak (sales of high quality products); Metapol (manufacturing of non-ferrous metal pigments); and Polatecnia (construction of industrial facilities).

It has been leading the way for a century in the manufacturing of innovative, biodegradable, and environmentally-friendly products for industry and retail in the agricultural segment.

«We used to be a group of traditional companies until we understood the essential role that ICTs play in the business needs of an organization; the strategy is to change the customer experience cycle».

Ruperto Hernández. IT Manager at Polak Group.

In 2014, they implemented their first ERP and in 2016 they started to use [GeneXus for SAP Systems](#).

By 2017, they had already made progress with specific developments, as told by Ruperto Hernández: “These were essential tools to consolidate our digital transformation. Technology was part of the automation and continuous improvement processes to achieve what every company seeks: greater profitability.”

Today, in 2020, they are a group of intelligent companies that have not only achieved a five-fold ROI, developing applications in only 10% of the time it used to take them before using [GeneXus for SAP Systems](#), but also optimized their resources in a comprehensive manner, positively impacting the client experience.

Starting point: optimizing plant processes, production, and human resources

In order to **further increase the manufacturing capacity to 125,000 tons per year**, they decided to improve the Group’s profitability by relying on technology.

Clemente Muñoz remembers the 4 basic needs they had when they started:

1. To provide internal clients with innovative tools for operational, financial, and decision-making support.
2. Encourage the use of web technologies and implementation of workflows in-

stead of mass mailings and Excel files to control or record activities that cannot be done in the ERP or that cannot be implemented because the required investment is out of budget.

3. Stay at the forefront of new technologies for the design of web and smart devices applications that enabled querying and updating data from the ERP, as well as integrating other ecosystems such as our access and attendance control systems.

4. To have a comprehensive, easy to learn, versatile software tool and first-class technical support to help in case of unexpected events.

They first evaluated the **initial investment in software** to optimize various processes of their complex organization, asking the following questions:

- How much does it cost and how much do we earn in a year?
- Does this technology allow us to develop our own applications and integrate them with the existing platform?
- Does generating a balance between the effort and benefits of implementation, as well as decreasing the risks to the organization bring benefits to the organization?

With these questions in mind, they turned to the market for answers. The first thing they realized was that the existing solutions were too expensive, and the development and implementation process was too long for the innovation times they expected.

Then they found SAP and GeneXus for SAP Systems: **“It was the combination of these technologies that allowed us to develop customized web and smart device applications easily, efficiently and dynamically, for a changing world,”** stated Clemente A. Muñoz Hernández, developer of the Group’s technology team.

Initially, 3 implementations were made for web and smart devices connected to SAP environments:

- **SAP – RH** People and incident management.
- **SAP – MM** Master data management.
- **SAP – SD** Sales and inventory management for remote sites.

The technology manager also highlighted the **high productivity** provided by the adoption of GeneXus: “Two years ago, the implementation of an offline app on another technology took one year, but since

we started using GeneXus the implementation of an app with the same features was already operational in a month. This way, **the time invested in programming is reduced to only 10%.”**

In addition, **regarding the management of information in real time**, Ruperto Hernández adds: “We are improving profitability by providing management with essential information to enable timely and efficient decision-making. Thanks to the [GeneXus for SAP Systems](#), we now have **very flexible applications** that grow and adapt to what is happening in the market. One difficulty that most developers face is that initial project definitions may change due to the need for new functionality with very little time to react and adjust them. GeneXus is the right solution, as we can easily grow or adjust any functionality.”

Some benefits of adopting GeneXus for SAP Systems:

- 1.** ROI in the short term, with a five-fold increase comparing the initial cost of licensing to automated operations in the sales process.
- 2.** The possibility of developing flexible, fast, and standardized multi-platform applications.
- 3.** Short development time.
- 4.** Easy integration with SAP “through the BAPIS that enable connection with SAP in real time,” stressed Muñoz.

> From a simple leave management portal to a comprehensive application kiosk:

As the systems were used, the apps were transformed, and what began as a portal to manage leave days is now a comprehensive application kiosk that integrates various solutions to the value chain processes.

Below are a few applications:

- Digital document control:

It's a web portal that integrates with SAP in the procurement process and allows for the intelligent management of documents supporting purchase orders, which has generated **savings in document printing and greater efficiency in the process of approving and placing purchase orders with suppliers.**

- Supplier web portal:

It's an application that provides a communication channel with suppliers, thus facilitating the payment process. It automatically performs the applicable tax and commercial validations to each purchase order and warehouse entry with its corresponding CFDI (Digital Tax Receipt via Internet). **This has reduced the registration time of each payment to just a few minutes when it used to take 1 to 1.5 days.**

- Plant performance indicators portal:

This information portal provides insight into the performance of manufacturing equipment. The portal has made it possible

to **increase manufacturing efficiency, decrease errors in the process and make the performance of each process order more efficient.**

- SIGEPRO:

Web system that facilitates the generation of sales forecasts for sales representatives. **It has reduced the time needed to generate forecasts from 5 days to 1 day, and has centralized information used to generate sales indicators against forecasts and budgets.**

- Contract management portal:

Web application for easier handling and management of all types of contracts in the organization. **It automates the contract review and management process, considerably reducing printing costs and making the legal area processes more efficient together with all areas of the organization.**



> From customer experience to customer loyalty:

The technology team highlights that after a little more than three years, what began as a project to optimize the company's resources and processes has exceeded expectations and managed to transform not only the processes but also the customer experience.

The initial savings measured in a five-fold ROI are now reflected in continued sales growth due to the positive impact on the customer experience.

From now on, thanks to improvements in the CRM and the product delivery processes through the interconnection with SAP with the [GeneXus for SAP Systems](#) and Web Services, consolidation and customer loyalty will become a reality.

«Those who interact with our companies benefit from improved time management because we have made some sensitive areas work more efficiently, causing a positive impact on the customer experience».

Ruperto Hernández. IT Manager at Polak Group.

Find out how GeneXus
can do the same for your company.

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