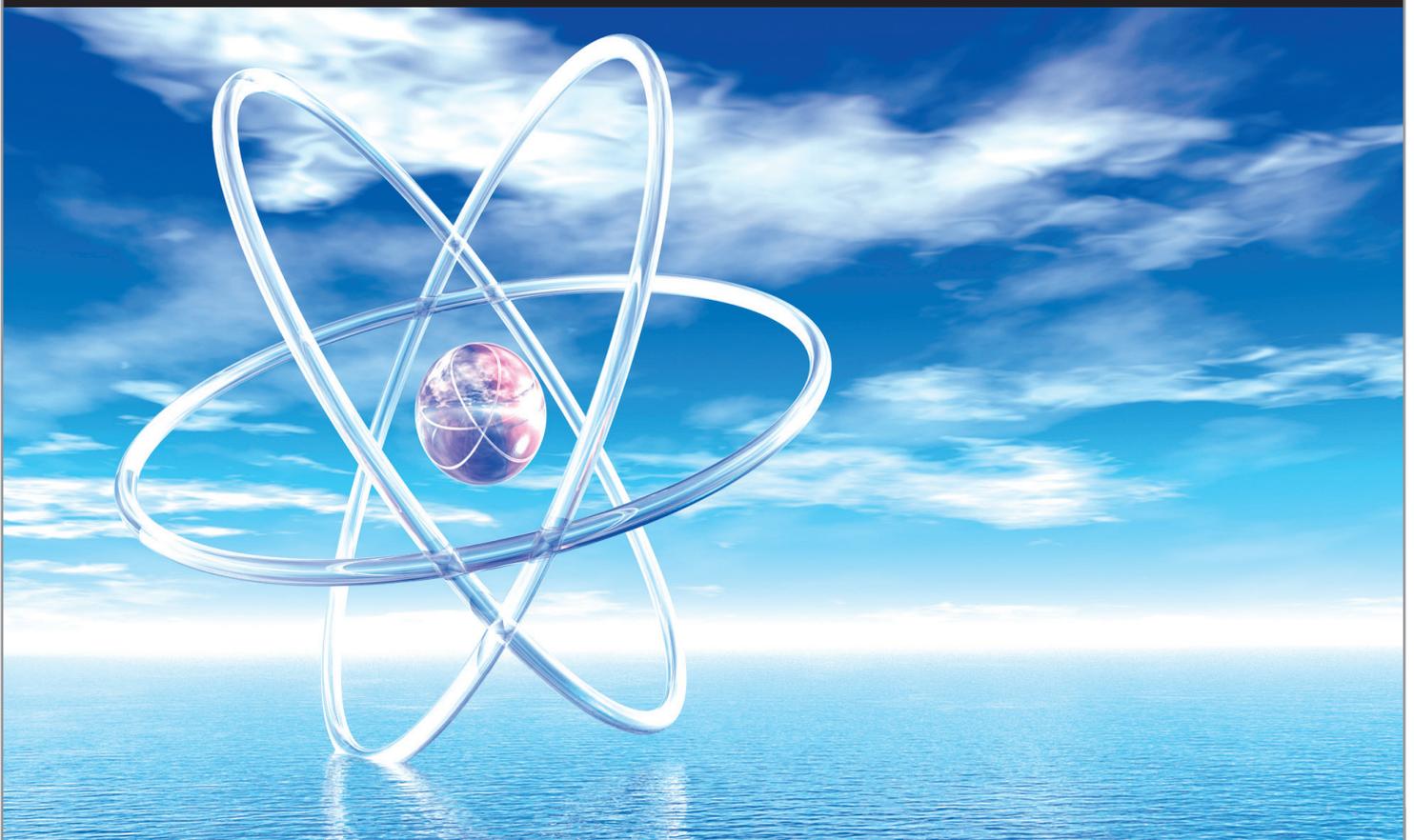


CUSTOMER SUCCESS



Bayer Business Services

Reliable and controlled output management



"The Macro 4 solution provides the basic infrastructure for efficient administration, secure control and central monitoring. The solution has convinced us."

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CUSTOMER CHALLENGE

- Increase the reliability and security of printing from Bayer's SAP® system
- Optimize document-based business processes
- Deliver output efficiently to printers, fax machines and electronic channels
- Control output from a third party document composition tool

SOLUTION

- Output management

KEY BENEFITS

- Less downtime and lower operating costs
- Lower paper and consumables costs due to a reduction in printing
- Reduced administrative effort in handling output



Companies often find that documents such as invoices, orders and shipping notes are incompletely printed, distributed or archived. If the process is interrupted, individual processes such as large print runs become error-prone and may have to be resubmitted. enterprise resource planning (ERP) systems often have only limited facilities for controlling output to printers and electronic communication channels. Output management seeks to achieve efficient and secure distribution of output between all applications and output channels within a company.

Bayer AG has been using the SAP ERP software throughout the company for several years. Over time, the system has gradually replaced the company's mainframe systems. The staff initially assumed that the SAP output – mainly printed documents – would be handled in the same way as output from the mainframe system, that is to say, reliably and securely. However, although the new system was able to generate all the necessary documents, the spooling and tracking functions were limited. If, for example, the selected printer failed, the system still reported a successful printout. The print request could not be diverted and there was no way of registering whether the printing process had in fact been successful. In the case of formatting, for example using multiple logos, system limits were also increasingly being reached.

Bayer recognized that efficient printing was crucial for the optimization of many business processes and therefore chose Macro 4's Columbus solution as the basis for a company-wide output management system. An external form layout tool was also evaluated.

The challenge

Bayer prints documents which are distributed all over the world. These include written communications to Bayer's group companies and service divisions, together with invoices and orders with a range of logos. There are also many different forms for documents such as maintenance authorizations and worksheets, delivery labels, salary slips and timesheets, pension application forms and dispatch documentation. If these are not in the right place at the right time, production will grind to a halt. As part of the group-wide introduction of SAP at Bayer, a company-wide output management project was initiated, in order to develop a single solution to meet requirements that could not be handled by the standard SAP system.

“For us, output management is a critical component of the IT processes of our customers. Reliability and control are our top priorities. If the business process is interrupted, that has an immediate impact on other processes, such as delivery labels on the production lines, delivery notes and shipping documents. Without these, the products will not reach our customers on time.”

Frank Adams
IT Operations,
Bayer Business Services

The key requirements were:

- Reliable and controlled printing from within SAP
- Tracking the status of print requests in SAP
- The ability to fax and archive documents of identical appearance
- Reducing the development effort for the integration of different applications
- Simple forms layout and central administration

The solution

Macro 4's output management system transfers documents in a controlled manner to the appropriate output channel and monitors feedback. If a print job is interrupted, because the toner is empty or a paper feeder is not responding, for example, this is reported by the printer. A message on the SAP screen tells the user that there is a problem. The user can preview the document, divert it to another printer, print selected pages or cancel it. The administrator registers the problem via a single point of control. The administrator can then analyze the problem and take the necessary steps to resolve it, where appropriate in consultation with the user. This ensures that errors are recognized immediately and appropriate action can be taken.

However, output management is more than just controlled printing. Bayer Business Services (BBS) is the Bayer Group's IT based competence center, providing business, administrative and scientific services. In addition BBS offers forms development, consultancy and training in the field of output management. The Macro 4 solution provides the basic infrastructure for efficient administration, secure control and central monitoring of all printing and document composition by BBS.

The benefits

- Central administration, monitoring and control of all output to a wide variety of destinations with minimal administrative effort from a single point of control
- Less downtime and lower operating costs, due to central queuing/monitoring of output requests and reliable distribution, confirmation and detailed feedback in the SAP spool protocol regarding the printer status and the print job, which can be sent to one or more recipients at sites all over the world
- Lower costs of paper and consumables – due to a reduction in printing via copy control
- Central administration of printers across a range of different systems including SAP

Today twenty production SAP systems are integrated with the output management system and currently produce over 300 forms with a third party form layout tool that sits outside the SAP system. In a similar way to the three-stage development philosophy from SAP (build, test, deploy), form layout is likewise developed in a three-stage environment and integrated into the output management infrastructure from Macro 4. As the appearance of a document is changed outside SAP the altered document must be transferred to another output channel (such as an archive) in a controlled manner. Macro 4's output management system produces several child jobs from a single master job in SAP, and distributes each of them to the relevant output channel in a controlled way. This ensures that identical documents are distributed safely to the appropriate output channels, and the user always has reliable information about the status of the output process.

Today, the system successfully handles over 75,000 print jobs per day worldwide, plus over 10,000 labels, 5,000 faxes and 7,000 archive documents. Some documents are also made available to customers via a web portal. In addition, emails are sent out with documents as PDF attachments. The Macro 4 solution is in production as a high availability system (24 hours a day, 7 days a week). The applications and servers are operated by Bayer Business Services.

“Bayer Business Services offers its customers high quality standards and a customer-oriented product portfolio. This includes output management. Here we are not just talking about printing – output channels such as fax, email, the web and archive systems should be regarded in the same way. The Macro 4 solution provides the basic infrastructure for efficient administration, secure control and central monitoring. The solution has convinced us,” concludes Frank Adams of Bayer Business Services IT Operations.

About Macro 4

Macro 4, a division of UNICOM Global, develops software solutions that accelerate business transformation. Macro 4’s cross-platform enterprise information management solutions make it easy for companies to go digital, personalize customer communications and unlock the value of their corporate content. Macro 4 solutions for application lifecycle management, session management and performance optimization are used by many of the world’s largest enterprises to modernize their mainframe applications and development processes. UNICOM Global operates across all geographic regions and offers deep in-house resources and flexible IT solutions to customers worldwide.

For more information on Macro 4 products and services visit www.macro4.com.

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