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Podcast Inside SAP S/4HANA Cloud Transcription

Episode 134: UniBetter's digital transformation with SAP Cloud ERP

Fernanda: Welcome to the podcast Inside SAP S/4 HANA Cloud, there is no customer success without product success and project success. I'm your host, Fernanda Rodrigues, and in today's episode we'll delve into a customer story. That showcases the power of digital transformation through SAP Cloud ERP and SAP Business Technology Platform.

We explore how UniBetter known in the Chinese market as Shenzhen Lianchuangjie Technology, leverage this SAP product to propel themselves into a leader in the high tech industry. UniBetter was founded in 2009 to address the challenges in electronic component procurement that many manufacturers face. At that time, many years later, the company's the most trusted electronic component supplier in the industry.

To kick off our discussion today and explore this journey, we have invited Enrong. He's the co-founder of UniBetter and he will shed light on the key aspects and outcomes of this project. Enrong Welcome to the podcast. Thanks for your time for joining this episode today. Can you please tell us a little bit about you and UniBetter better?

Enrong: Yes, thank you for. Invite me to your podcast. UniBetter is a Chinese electronic components distributor. We have more than 200 staffs in all of the world it has, six branches in China, Singapore, Thailand. Our revenue is about 200 million dollars (USD) a year. Our mission is to provide fast, verified, transparent components to our end-user customers all over the world. the half customer is from China, half from our sea market like Europe or Asia. Yeah. So, this is the general information about UniBetter.

Fernanda: Very good. Thanks a lot Enrong for this introduction. What were the challenges that UniBetter faced before implementing the SAP solutions?

Enrong: We have three challenges. So, first challenge is the process management of UniBetter because UniBetter is, on the process from small business to medium business, we have to copy many capabilities to our staffs. We have to promote our process, management. We have to promote our efficiency, promote our digitalization. This is the first challenge. We develop our applications in traditional way. We have many customized applications. We don't follow the best practice of the industry. So, we have to learn more from the outside.

The second challenge is globalization. We open our branches in Singapore, in Thailand in recent three years we have to be compliant to local -industry principles. So, we have to establish the, local compliancy capability quickly.

So, this is the second challenge and the third one is a technical one. Because we developed our applications in the, local in the traditional technology form, like SAP Business One. It's not a technology platform based on cloud. It's hard to integrate our applications to the systems outside applications used widely in China and it is hard to integrate our applications to our customers, partners is a challenge for our IT teams.

It's hard to build modern applications in SAP Business One, so we have to meet the challenge, have to solve it. this is the three main challenges we met in recent years.

Fernanda: Very interesting to hear the story Enrong and especially how complex is the scenario for UniBetter? So, it's good to know that you are finding a solution for that. For all these challenges that you have now, if you can explain why did UniBetter actually choose SAP Cloud ERP and SAP Business Technology Platform as part of your journey, right?

Your digital transformation.

Enrong: Okay. I think the reasons lies in the challenges we have just mentioned we want to solve the problems brought with the customers solutions. So, we have to find the best practices. I think SAP is a good choice because SAP have integrate all the best practice in cloud.

ERP his business technology platform to. standard product and customer requirements is a good balance for me. So, we have choosen a product like SAP to solve the problem, to balance the better practice and customization.

Fernanda: Very good Enrong.

Enrong: The second reason is globalization.

Fernanda: Mm-hmm.

Enrong: As I say just know, we establish the branch in Singapore, in Thailand, we have to. obey local laws, local finance statements, principles IFIS. So, we have establish the capability quickly if we use, a product to help us use SAP, B One. Maybe We don't have a long way to go.

Fernanda: Very good.

Enrong: Third reason is the technology issues. We have to use the advantages, a more modern technology platform.

This is the main three reasons for me.

Fernanda: Enrong it's very good to hear how SAP Cloud ERP, for example, brings so much flexibility, right when you need to consider the globalization and the other countries where you implement SAP and also respecting the local law. So, very interesting to hear your perspective.

Also, you talked about **Best** Practice and of course we also think about clean core approach. Can you explain a bit to us? Why did you use the Clean Core approach, and what was the outcome that we better accomplish after the migration to the cloud platform?

Enrong: As, for me, clean Core-is a good way to balance the standard product and the customer because we have. we have met many problems brought with over customized customized Application also solutions requirements of our internet customers. The business solution is not very clear, so we have to clarify this requirements with a more

architectural view, not application view. Clean core methodologies is a way we dreamed for a long time. Yeah.

Fernanda: Amazing. That's good to hear that it worked for you. When you think about clean core approach. You mentioned earlier when we were talking about the implementation of BTP in China, that it's a bit different. Can you explain for us a bit of this difference that you faced when implementing BTP in China?

Enrong: We have made many problems in the recent two years. When we implement this project, we have made talent problems because there is a very serious problem is very hard to find the proper developers to implement BTP project because many developers are familiar to traditional way above, like Java Engineering is very easy to find the talents, but it's very hard to find the talents on BTP on clean code approach.

So, it is very hard to find the proper partners. This is the first problem. The second problem is the service. The service is related to SAP product because they have two versions of services like, business application studio. We learn the bus for a long time over two months. After we learn from SAP help and documentation. When we use the bus in practice, we have met, problem. We can find the right icons on the bus environment. Because there is another version, it's not the same. So, the services have a difference in China and overseas.

Besides this many different services is not located in China. When we find a solution to solve our business problem, we have to assess which services is available in China, which services not available in China. We have to find the alternative choice. Is very hard for UniBetter.

Fernanda: I can understand home and especially when you address, for example. Many services are not located in China, or it's hard to find developers to implement BTP projects. So, I see all these challenges and I can imagine how it makes the project more complex and why it's so important to have even more collaboration. So, how did UniBetter work with the SAP partner and the SAP labs in China to make it possible? How they support UniBetter better in your implementation process?

Enrong: I think keyword is communication and cooperation. Because we are not family to the BTP We are not family. To the cap. So, we have to spend more times to learn. So, UniBetter and the partner to. Establish the basic capability of BTP we learned together. We do together is a long trip, communication and cooperation. The method of UniBetter our, we, and partner, when we work with SAP, I want to say thanks to SAP Labs. They have given UniBetter many sports because we know what is B2B is CAP and how to do in practical way's, not a same thing. There is a gap.

How to get over this gap. SAP Labs helps us many.

Fernanda: It's amazing to hear that it works so well with the SAP partner and SAP Labs in China that the colleagues had supported so much. Especially to learn in this practical way that you mentioned. I love when you say it's everything about communication and cooperation. That's what make a good project.

That's amazing. Enrong thank you so much for joining this episode for sharing a bit of the story of UniBetter with us. It was great to interview you today. We wish all the best, all the success to UniBetter.

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