



Now you're really in control



Unilever

The Unilever Group consists of two global divisions, Unilever NV, headquartered in Rotterdam, and Unilever PLC, headquartered in London. Together, they comprise the twin parents of The Unilever Group, whose two global operating divisions - Foods, and Home and Personal Care – market to every major inhabited global region. In Latin America, RSC helps Unilever to coordinate all operations through central SAP-based systems managed by Unilever Latin America.



Global Operations With A Regional Mindset

Unilever Group has a truly global reach with products that include such well-known food brands as Lipton, Bestfoods, Knorr, Hellmann's, Amora, Slim•Fast, Flora/Becel,



Birds Eye and Findus. Its personal care brands include prominent names such as Cif, Comfort, Omo, Skip, Snuggle, Lux, Pond's, Signal, Rexona, AXE, Dove, Sunsilk and Suave.

With such a sprawling, high-volume international marketing organization, Unilever knows the importance of maintaining close contact with local markets. The company, with 234,000 people on its payroll in 2003, is considered a major local employer in most locations. Unilever is proud that it recruits and trains about 90% of its managers locally.

At Unilever, even regional operations have true international reach. The company's Latin America marketing efforts stretch from Brazil, where the central regional office administers unifying SAP solution-based business intelligence system known as SAP-SYSTEM, through South and Central America and north into Mexico. Major data flows come in from Argentina, Chile, Uruguay, Paraguay, Colombia, and Ecuador, with smaller feeds arriving from other locations. The company's physical SAP systems are located in the U.S. and the United Kingdom.

Customer story

"We rely on Rev-Trac for tight management of our SAP-based systems. Ironically, we now see more changes from the development group than we had originally planned. Rev-Trac allows finer tuning without increasing staff or spending more hours, so our existing staff accomplishes more in less time. Rev-Trac is exactly the right tool for the job."

Glauber Barizan,
SAP Activator, Unilever Brazil

The Unification Challenge

Unilever's huge presence in Latin America generates massive flows of high-density, complex information - all based on data that must be kept current and accessible in several languages, across multiple national boundaries, regarding multiple brands, managed by multiple local organizations, for highly individual local markets.

Having so many local presences presents a challenge. The company needs to be able to drill down to just about any information, no matter how fine-grained. Sub-regional data must be integrated into a coherent regional "IT snapshot" available on demand, from which managers can find a view of regional or even local data quickly, easily and without error.

Responsiveness to local markets and operating flexibility are essential to the company's far-reaching international strategy. Both require a unified, responsive SAP-SYSTEM unit. For that, Unilever

Latin America relies on an SAP solution-based business intelligence system enhanced by RSC's Rev-Trac change management solution.

The Technical Story

The degree of complex coordination and tuning required by Unilever for its SAP solution-based business intelligence systems requires tight transport control as well as close control over the change process itself, all without delaying transport movements.

One challenge to overcome was that Unilever-Latin America used outside resources to move its transports. There were so many human interactions that potential scheduling conflicts could not be eliminated or managed efficiently. Rev-Trac automates these transport processes and eliminates such issues.

“Keeping a local focus in a global company creates some very interesting data coordination challenges. We took before-and-after measurements, and the improvements in every measure surprised even us. Implementing Rev-Trac has made a huge difference.”

Glauber Barizan,
SAP Activator, Unilever Brazil

Unilever’s complex landscape has made process visibility a key requirement for purely practical reasons. Rev-Trac meets the company’s need for process transparency by maintaining clear links to the business requirements and the management approvals associated with each change, while also eliminating unintended transport overwriting in the production environment. At Unilever-Latin America, that means the Change Control Manager can now see the precise system status in all of his sub-regions, greatly facilitating his ability to keep the system conflict-free and operating smoothly.

The Bottom Line

Installing Rev-Trac led to measurable performance and productivity improvements with no need to reallocate resources. Unilever Latin America reports before-and-after measurements that show productivity and performance increases of 54%, with final quality of information also improved. The speed of concluding requests also increased by an impressive 60%, resulting in a greater number of transport requests managed with the same resources. Some staff members who had been dedicated to tracking transport requests now use their time to do more productive work.

The Rev-Trac Experience

In comparison tests, Unilever found that Rev-Trac performed more effectively in the company’s extensive Latin American IT environment than other change management add-ons it evaluated. Rev-Trac required only minimal training because of a very easy learning curve, and required no additional hardware or user interface software.

Unilever Latin America reports that Rev-Trac provided a genuine chance to decrease risk in the communication and migration process procedures. It also enhanced the company’s capability to maintain security and implement a smooth deployment process.

“When we did have questions – and at first we had a lot of them, as we adapted to the Rev-Trac central change management approach – Revelation Software Concepts was always very responsive,” commented Glauber Barizan, SAP Activator, Unilever Brazil. “They always solved whatever problem we had and always had good suggestions. They helped make this a very smooth transition.”

Unilever Latin America has recommended implementation of the Rev-Trac change management solution throughout Unilever’s global information infrastructure.

“With transports now implemented faster and conflict-free, our staff is able to fine-tune the system much better than before. The result has been higher productivity and better results in every measurement.”



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