



adidas selects Bizagi for its flexibility and ease of use

adidas®

GROUP

Customer:

adidas Group

Industry:

Sports footwear & apparel manufacturing

Location:

Global with German HQ

adidas selected Bizagi to deliver **process automation across various departments**

including supply chain, marketing, finance, retail and eCommerce, demonstrating **Bizagi BPM's flexibility and suitability** to address multi-functional needs of global organizations.

Supply Chain Management that connects **500 adidas sales operations** with over **400 factories**, to streamline the management of over **5,000 purchase order** changes per month, resulted in a headcount **reduction of 60%.**

“

We would not have been able to transform this department without the capability of direct structured communication between markets and factories through our Bizagi based solution. This type of integration between so many supply chain partners has never been done before”

Head of Supply Chain Customer Service Desk

Objectives

- ✓ Increase operational efficiencies and shorten time to market
- ✓ Improve delivery capabilities, business agility and customer service
- ✓ Ensure compliance, audit trail and traceability
- ✓ Automate ad hoc and manual processes implemented with e-mails, spreadsheets and SharePoint
- ✓ Standardize processes and encourage re-use
- ✓ Improve relationships with factories and suppliers

Achievements

- ✓ 23 workflow projects in 2 years: 7 solutions live, 5 in development, 6 planned and a further 5 at the discussion stage
- ✓ 7 live projects automate 25 processes, used actively by 3,000 internal users supporting over 346,000 cases created in a year
- ✓ Trade Vendor On Boarding time reduced by 50%
- ✓ Sport Marketing Contract Approval takes just 2 days from the first contact, several orders of magnitude improvement
- ✓ All accomplished in 1/4 of the traditional development and delivery time

BPM Selection

adidas began its search for a BPM solution in 2010 after recognizing the need to automate the manual workflows supporting daily operations in numerous parts of the global business.

The selection process that included a proof of concept evaluated nine vendors and shortlisted three. Bizagi solution was selected as it met the key requirements that included: BPMN support, SharePoint integration, agile development and ease of use at a competitive price.

In addition, the adidas team found Bizagi's entity virtualization and strong data modeling capabilities of special interest.

The team was also impressed with how simple the Bizagi process was – so impressed that they re-ordered their priorities. Initially, the SharePoint integration was the key driver and the BPMN notation support was a nice-to-have. The way Bizagi developed the proof of concept gave adidas an insight into how powerful BPMN could be, so BPMN support gained higher importance than the SharePoint integration.

The BPM Solution

Over a two year period, 7 processes have been automated, 5 are in development, 6 are planned and a further 5 are at the discussion stage. The Bizagi system has proven its ability to address varying and cross-functional business needs, reusing both technology and process functionality across the organization.

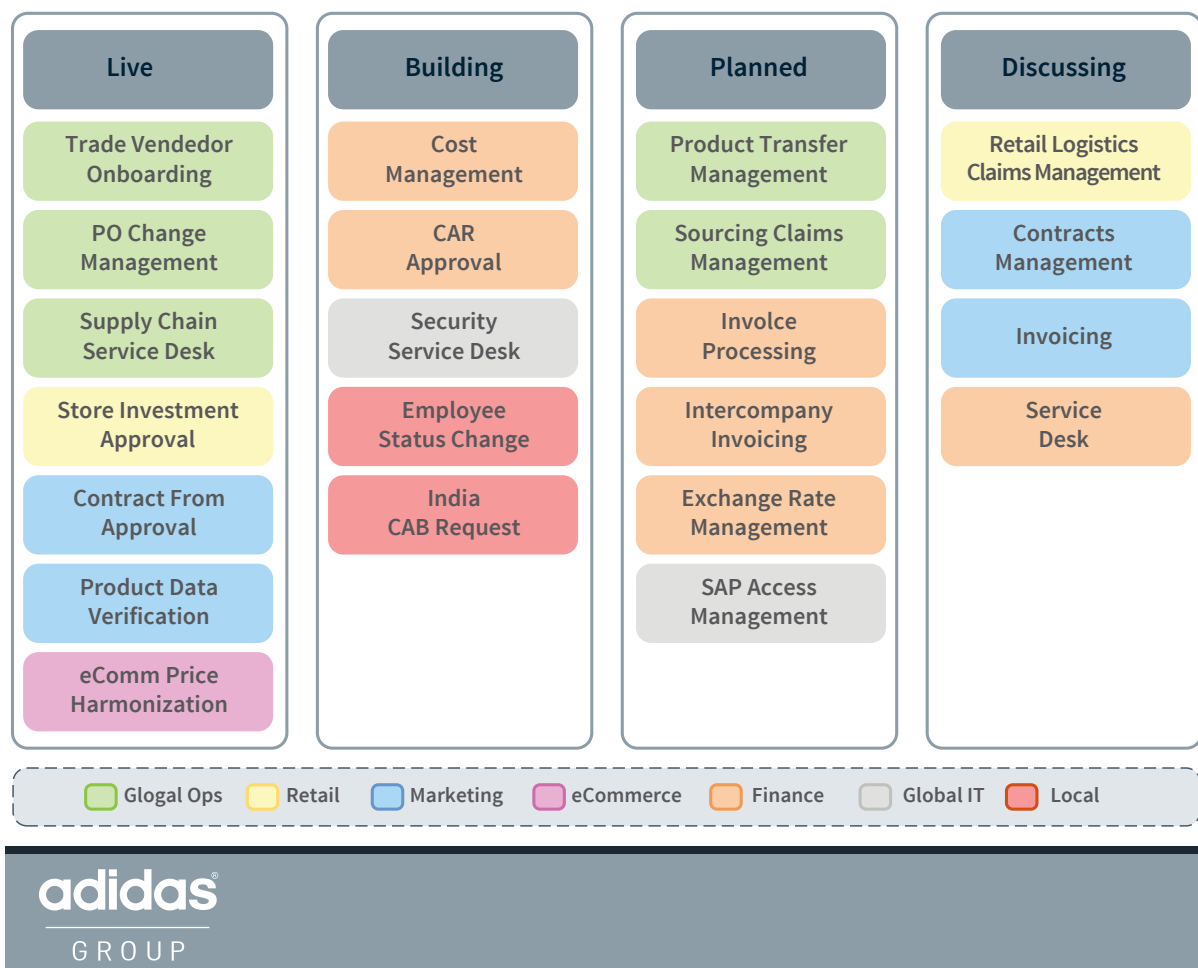


Figure 1 - Processes in adidas BPM initiative

Strategic Foundation

In 2011, the **Workflow Solutions Team** was formed to encourage quality improvements in terms of best practice sharing, stronger IT/business collaboration and re-use. Bizagi's system has become the underlying model-driven development platform and selected as **the core process orchestration technology across all heterogeneous systems**.

adidas' dual-portal architecture (Bizagi and SharePoint) allows for easy and straightforward integration of both solutions; the eliciting of requirements along the explicit modeling of business processes involving business and IT, facilitated by the ease of use of the modeling environment, all contributed largely to achieving fast results.

“

I am very satisfied with Bizagi. The tool is fast and gives us opportunity to integrate with other systems within our company, creating an efficient business network plus reducing workload for regions”

Manager of Finance Consumer Direct

Best Practice

- ✓ Select the tool that meets your specific needs rather than providing too many ‘bells and whistles’.
- ✓ Introducing BPM to the business requires education to create the mindshare, so enlist support. Be prepared to handle objections.
- ✓ Get CIO on your side. IT may be concerned about it replacing ERP and other core applications. Clearly explain why and how the technology will be used, namely to fill in the gaps and to address the leftover processes. Sooner or later you'll end up working with the main ones.
- ✓ Start with small projects alleviating the often invisible operational burden of many people so others can see the results and quickly grasp the power of BPM.
- ✓ Encourage stakeholders to begin modeling from within the tool early, rather than using alternatives. The requirement discussions should happen around a process model—a kind of agile methodology.
- ✓ Address several small-medium size projects in parallel to be delivered in short time cycles, bringing higher and faster success visibility.
- ✓ Avoid too much complexity at the early stages and too long implementation cycles (more than 6 months) as this may discourage skeptics.
- ✓ Don't do projects in isolation; share and re-use, if possible by establishing a central team to provide BPM cross-functional service within the organization.