

Global Bike Group

Background and overview of Global Bike strategy and operations.

Product

SAP S/4HANA 1809 Global Bike

Level

Beginner

Focus

Company Background

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Version

3.3

Last Update

April 2023

MOTIVATION

A general understanding of Global Bike (the enterprise) prior to embarking on hands-on exercises and case studies in the SAP ERP client is critical for success.

This narrative provides a historical background for how Global Bike began and an overview of its operations and strategy. This information will be used extensively throughout the curriculum material.

NOTES

The Global Bike data set has exclusively been created for SAP UA global curricula.





Company History

Task Get to know the company's history.

Time 5 min

Short Description Read the below narrative to learn about the company's history.

Notes

The Global Bike Group has a pragmatic design philosophy that comes from its deep roots in both the off-road trail racing and long-distance road racing sports. Nearly 20 years ago, its founders designed their first bikes out of necessity—they had races to win and the bikes that were available at the time did not perform to their extremely high standards. So, they took matters into their own hands and built legendary bikes that would outlast and outperform the competition. From these humble origins, Global Bike Incorporated was born and continues to deliver innovative high-performance bicycles to the world's most demanding riders.

This heritage of entrepreneurial spirit and quest for design perfection is still the cornerstone of Global Bike's corporate philosophy. Global Bike produces bikes for the most demanding competitors—whether the competition is on pavement or dirt, for money, fame or just bragging rights.

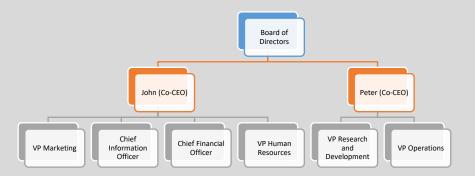
John Davis earned his racing scars in the mountain racing circuit in America, where he won numerous downhill and cross-country championships. Early on, John realized that the mass-produced bicycles available were inadequate in many ways for the type of racing he was doing. So, John stripped four of his old bikes down to the bare metal and rebuilt them into a single "Frankenstein" bike that he rode to win the national championship. Once news of his Frankenstein bike got out, John's friends and even his competitors began asking him to build them a Frankenstein bike too. While recovering from an injury in 1990, John started producing the first series of Frankenstein bikes in his garage—each one custom-built from cannibalized parts from other bikes. As more and more orders came in, John successfully expanded Frankenstein Bikes from his garage operations into a full-blown manufacturing facility in Dallas and began producing custom trail bikes which he sold through a network of specialized bike dealers throughout the country.

At nearly the same time, halfway around the world in Heidelberg, Germany, *Peter Schwarz* was studying engineering and competing in regional touring races on weekends. In between his races and studies, Peter worked at a bike shop in Heidelberg, fixing student bikes and tuning the touring bikes that he and his friends rode for competitions. As Peter's reputation as a fierce competitor and mechanical wizard grew, he also began to design and build road bikes based on an ultra-light composite frame that he had created for one of his engineering courses. Peter's innovative use of carbon composite materials allowed him to build a frame that was significantly stronger and one tenth the weight of competing frames. As a student, Peter did not have a great deal of financial resources, so he partnered with a local company that manufactured his frame designs as a contract manufacturer. Soon, Peter's frames were being used by racers all over Europe and he started Heidelberg

Composites to market and design frames which would be fabricated by a contract manufacturer on a larger scale. Heidelberg Composites sold its frames to specialized bike stores throughout Europe and directly to racing teams, eventually becoming the leader in lightweight touring frames in Europe.

Through a twist of fate, Peter and John met each other in 2000 and immediately recognized their mutual passion for performance and complimentary business models. Each had been looking for a partner in another racing field and each had been looking for a partner in a different market. They quickly realized that a merger between their two companies would be extremely synergistic and that the combination of their product lines and regional distribution channels would generate a great deal of efficiencies.

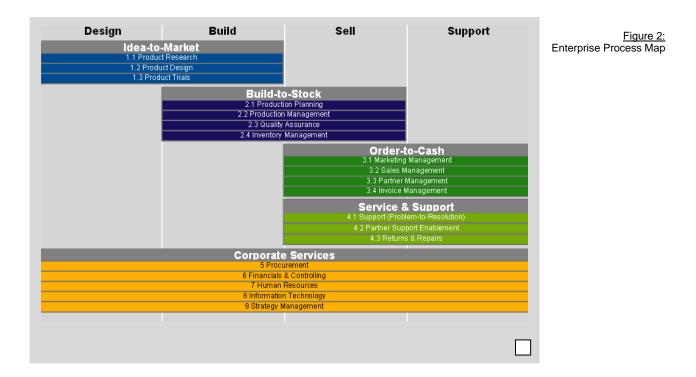
So, in 2001, Heidelberg Composites and Frankenstein Bikes merged to form Global Bike. Today, John and Peter share the responsibilities for managing Global Bike's growing organization as co-CEO's. John is responsible for sales, marketing, service & support, IT, finance and human resources groups and Peter is responsible for research, design, procurement and manufacturing groups from an organizational reporting perspective.



However, Global Bike is a process-centric organization, so John and Peter prefer to think of the processes that they are responsible for, rather than the functional areas of the company that report to them. From this perspective, Peter is responsible for Idea-to-Market and Build-to-Stock and John is responsible for Order-to-Cash and Service & Support, as well as the supporting services for all four key processes. The simple way to look at their responsibilities would be to say that Peter spends money and builds

products and John sells products and brings in money.

Figure 1: Organizational Structure



Question 1: Briefly explain managerial organizational structure of Global Bike company?

Corporate Overview

Task Develop an organizational chart for Global Bike's enterprise structure.

Time 4 min

Short Description Read the below narrative to gather all relevant information for sketching Global Bike's current company structure.

Due to several tax and export issues, Global Bike Groups's headquarters is located in Dallas and Global Bike Inc. is registered as a US company, following US GAAP accounting standards. Global Bike Group operates a subsidiary company, Global Bike Germany GmbH, which is based in Heidelberg and is subject to IFRS accounting standards and German tax regulations.

Notes

Material planning, finance, administration, HR and IT functions are consolidated at the Dallas headquarters. The Dallas facility manufactures products for the US and export markets and its warehouse manages product distribution for the central US and internet retailers. Global Bike Inc. also has warehouses for shipping and export in both San Diego and Miami. San Diego handles West Coast distribution and exports for Asia, while Miami handles East Coast distribution and Latin America exports.

Global Bike Germany GmbH has its headquarters in Heidelberg Germany. The majority of research and development is housed in the Heidelberg offices. Heidelberg is also the main manufacturing facility for Global Bike in Europe. The Heidelberg warehouse handles all shipping for southern Europe. The Hamburg warehouse handles all shipping for the UK, Ireland, Middle East and Africa. Global Bike sells its bikes throughout the world and employs approximately 100 people, 2/3rds of the employees are in the US and the remaining 1/3 in Europe.

Organizational Chart

Question 2: Where are the GBI's locations and what is the purpose of each location?

Product Strategy

Task Get familiar with Global Bike's product strategy.

Time 5 min

Short Description Read the below narrative about Global Bike's product strategy.

Global Bike is a world class bicycle company serving the professional and "prosumer" cyclists for touring and off-road racing. Global Bike's riders demand the highest level of quality, toughness and performance from their bikes and accessories.

Notes

Product development is the most critical element of Global Bike's past and future growth. Global Bike has invested heavily in this area, focusing on innovation, quality, safety and speed to market. Global Bike has an extensive innovation network to source ideas from riders, dealers and professionals to continuously improve the performance, reliability and quality of its bicycles.

In the touring bike category, Global Bike's handcrafted bicycles have won numerous design awards and are sold in over 10 countries. Global Bike's signature composite frames are world-renowned for their strength, low weight and easy maintenance. Global Bike bikes are consistently ridden in the Tour de France and other major international road races. Global Bike produces two models of their signature road bikes, a deluxe and professional model. The key difference between the two models is the type of wheels used, aluminum for the basic model and carbon composite for the professional model.

Global Bike's off-road are also recognized as incredibly tough and easy to maintain. Global Bike trail bikes are the preferred choice of world champion off-road racers and have become synonymous with performance and strength in one of the most grueling sports in the world. Global Bike produces two types of off-road bike, a men's and women's model. The basic difference between the two models is the smaller size and ergonomic shaping of the women's frame.

DELUXE TOURING BIKE (BLACK)	EN	DXTR1000
DELUXE TOURING BIKE (RED)	EN	DXTR3000
DELUXE TOURING BIKE (SILVER)	EN	DXTR2000
MEN'S OFF ROAD BIKE	EN	ORMN1000
PROFESSIONAL TOURING BIKE (BLACK)	EN	PRTR1000
PROFESSIONAL TOURING BIKE (RED)	EN	PRTR3000
PROFESSIONAL TOURING BIKE (SILVER)	EN	PRTR2000
WOMEN'S OFF ROAD BIKE	EN	ORWN1000

Figure 3
Global Bike Finished
Products

Global Bike also sells an accessories product line comprised of helmets, t-shirts and other riding accessories. Global Bike partners with only the highest quality suppliers of accessories which will help enhance riders' performance and comfort while riding Global Bike bikes.

AIR PUMP	EN	PUMP1000
ELBOW PADS	EN	EPAD1000
FIRST AID KIT	EN	FAID1000
KNEE PADS	EN	KPAD1000
OFF ROAD HELMET	EN	OHMT1000
REPAIR KIT	EN	RKIT1000
ROAD HELMET	EN	RHMT1000
T-SHIRT	EN	SHRT1000
WATER BOTTLE	EN	BOTL1000
WATER BOTTLE CAG	E EN	CAGE1000

Figure 4 Global Bike Trading Goods

Question 3: What are the two main categories of Global Bike's products? Provide a few examples.

Question 4: What is the material number used for a silver Professional Touring Bike in the company?

Manufacturing Strategy

Task Get familiar with Global Bike's manufacturing strategy.

Time 4 min

Short Description Read the below narrative about Global Bike's manufacturing strategy.

Global Bike operates two production facilities, Dallas and Heidelberg. Each facility has three assembly lines and can produce around 1000 bikes per year. Total production capacity is roughly 6000 bikes per year, but can be increased by 15%-20% by using overtime hours and part-time workers.

Notes

Global Bike has outsourced the production of both off-road and touring frames and the carbon composite wheels to trusted partners who have specialty facilities to fabricate the complex materials used. Global Bike maintains very collaborative research and design relationships with these specialty partners to ensure that innovations in both material and structural capabilities are incorporated into the frames. Global Bike primarily assembles semi-finished goods into finished goods at its production facilities. Finished goods are either stored in the local warehouse or shipped to other regional distribution centers to fulfill customer orders.

BRAKE KIT EN
CARBON COMPOSITE WHEEL EN BRKT1000 CCWH1000 EN CHAN1000 CHAIN CIRCULATION FAN FILTER EN FLTR1000 DERAILLEUR GEAR ASSEMBLY EN DGAM1000
 HEX NUT 5 MM
 EN
 HXNT1000

 LOCK WASHER 5 MM
 EN
 LWSH1000
 MEN'S OFF ROAD FRAME EN OFFR1000 OFF ROAD ALUMINUM WHEEL EN ORWH1000 OFF ROAD HANDLE BAR EN ORHB1000 OFF ROAD HANDLE BAR EN ORHB1000
OFF ROAD SEAT KIT EN ORSK1000
OFF ROAD TIRE EN ORTB1000
OFF ROAD TUBE EN ORTB1000
PACKAGING EN PCKG1000
PEDAL ASSEMBLY EN PEDL1000
SOCKET HEAD BOLT 5X20MM EN BOLT1000
TOURING ALUMINUM WHEEL EN TRWH1000
TOURING FRAME-BLACK EN TRFR1000 TOURING FRAME-RED EN TRFR3000
TOURING FRAME-SILVER EN TRFR2000 TOURING HANDLE BAF CARBON COMPOSITE WHEEL ASSEMBLY EN TOURING SEAT KIT OFF ROAD ALUMINUM WHEEL ASSEMBLY EN TOURING TIRE TOURING ALUMINUM WHEEL ASSEMBLY EN TOURING TUBE EN EN EN WDOC1000 WOMEN'S OFF ROAD FRAME EN OFFR2000

Figure 5
Global Bike Raw
Materials
Global Bike SemiFinished Goods

Question 5: Find an example of Raw Material, Semi-Finished Goods, and Finished Goods at Global Bike. (Include the name and material number in your answers)

CCWA1000

ORWA1000

TRWA1000

Distribution Network

Task Get familiar with Global Bike's distribution network.

Time 2 min

Short Description Read the below narrative about Global Bike's distribution network.

Given the highly specialized nature of Global Bike's bicycles and the personalized needs of riders, Global Bike sells its bikes exclusively through well-known and respected Independent Bicycle Dealers (IBDs). These dealers employ staff members who are experts in off-road and tour racing to help consumers choose the right Global Bike bike and accessories for their individual needs.

Notes

Figure 6
Global Bike
Customers in
US and Germany

02210	BOSTON	BEANTO	NN BIKES	5000	US00			
10014	NEW YORK CITY	BIG APPLE BIKES		2000	US00			
19073	PHILADELPHIA	PHILLY BIKES		3000	US00			
20003	WASHINGTON DC	DC BIKES	DC BIKES		US00			
30319	ATLANTA	PEACHT	REE BIKES	4000	US00			
48076	DETROIT	04277	LEIPZIG	DRA	HTESE	L	18000	DE00
49504	GRAND RAPIDS	10999	BERLIN	CAP	ITAL BI	KES	16000	DE00
60515	CHICAGO	17389	ANKLAM	OST	SEERA	D	21000	DE00
80207	DENVER	20249	HAMBURG	ALS	TER CY	CLING	14000	DE00
92612	IRVINE	22767	HAMBURG	RED	LIGHT	BIKES	23000	DE00
94304	PALO ALTO	30629	HANNOVER	CRU	IISER B	IKES	17000	DE00
98146	SEATTLE	39126	MAGDEBURG	VEL	ODOM		24000	DE00
		44784	BOCHUM	FAH	RPOTT		19000	DE00
		63263	NEU-ISENBURG	AIRF	PORT B	IKES	13000	DE00
		69120	HEIDELBERG	NEC	KARAD		20000	DE00
		70499	STUTTGART	RÄD	LELAN	D	22000	DE00
		81829	MÜNCHEN	BAV	ARIA BI	KES	15000	DE00

Due to the highly technical nature of its products, Global Bike has embraced the Internet primarily as an information channel, maximizing its potential for educating consumers and partners and marketing its products to a large audience.

Since Global Bike's main sales channel is through specialty resellers and there are complex tax issues associated with selling in multiple states and countries, they have a limited amount of internet sales.

Question 6: What is the name of Global Bike's customer in Atlanta?

Question 7: How many customers does Global Bike have in the US and Germany?



Task Get familiar with Global Bike's partner network.

Time 2 min

Short Description Read the below narrative about Global Bike's partner network.

Global Bike has established an extensive partner operation to ensure process continuity between Global Bike and its partners to deliver best-in-class products for its customers. Special attention has been paid to nurturing strong relationships with suppliers and Global Bike is generally the largest customer of its main suppliers.

Notes

Figure 7 Global Bike Vendors in US and Germany

ATLANTA	000	OLYMPIC PROTECTIVE GEAR		101000	US00			
CARLSBAD	000	REDWOOD KITS		112000	US00			
CINCINNATI	000	BOOMTOWN TIRE	& WHEEL	102000	US00			
EDISON	000	LIGHTBULB ACCE	LIGHTBULB ACCESSORY KITS		US00			
GRAND RAPIDS	000	RAPIDS NUTS N B	OLTS	108000	US00			
HOUSTON	000	AUGSBURG	000	LOHSE SCH	IRAUBE		118000	DE00
RVING	000	BIELEFELD	000	PYRAMID B	IKING		114000	DE0
ACROSSE	000	BRAUNSCHWEIG	000	BURGMEIST	TER ZUE	BEHÖR OHG	113000	DE0
MCLEAN	000	DRESDEN	000	SACHSEN S	TAHL A	G	123000	DE0
MIAMI	000	ERFURT	000	ABS BRAKE	S GMBH	1	115000	DE0
PORTLAND	000	HEILBRONN	000	THICK SPO	KE		119000	DE0
SCOTTSDALE	000	KARLSRUHE	000	GUMMI SCH	IULTZE		117000	DE0
		KÖLN	000	COLOGNE	BIKE SU	PPLIES	122000	DE0
		MANNHEIM	000	FLAT TIRE	AND MO	RE	116000	DE0
		MÜNCHEN	000	RUN & FUN			124000	DE0
		SANDKRUG	000	SHELL GEA	R		121000	DE0
		WÜRZBURG	000	MAIN CARB	ON		120000	DE00

Question 8: Who is Global Bike's supplier in Atlanta?



Task Get familiar with Global Bike's IT strategy.

Time 2 min

Short Description Read the below narrative about Global Bike's information technology strategy.

During 2009, Global Bike integrated a shared services model for all IT functions, located in the Dallas office. Along with this move to centralized IT, Global Bike also implemented SAP ERP (version 6.0). Prior to this, divisions were running multiple, independent application environments. All ERP functions are centralized with the primary objectives to reduce costs and deliver best-in-class technology to all divisions globally. This centralized approach offers Global Bike an advanced business platform under a highly controlled environment, which enables consistency of operations and process integrity across the globe.

Notes

Question 9: What are the advantages of using SAP in Global Bike?