

# **Global Bike Group**

Background and overview of Global Bike strategy and operations.

#### **Product**

SAP S/4HANA 2022 Global Bike

Fiori 3.0

#### Level

Beginner

#### **Focus**

Company Background

#### **Authors**

Simha Magal Stefan Weidner Jeff Word

#### Version

4.2

#### **Last Update**

July 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.

#### **PREREQUISITES**

None

#### **NOTES**

None





# Company History

**Task** Get to know the company's history.

Time 15 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.

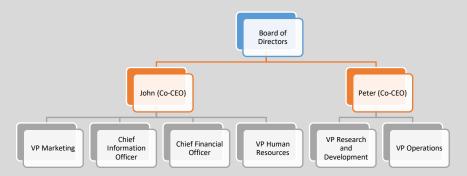


Figure 1: Organizational Structure

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.

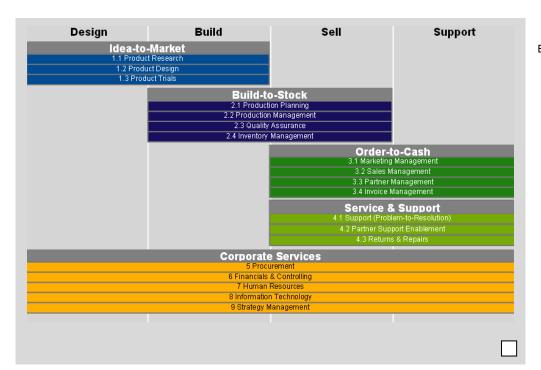


Figure 2: Enterprise Process Map

## Corporate Overview

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

Time 15 min

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

Notes

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.

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

# Product Strategy

Task Get familiar with Global Bike's product strategy.

Time 15 min

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

**Notes** 

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.

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.

### CASE STUDY

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

Figure 4 Global Bike Trading Goods

### Manufacturing Strategy

Task Get familiar with Global Bike's manufacturing strategy.

Time 10 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 CHAIN CHAN1000 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 SEAT KIT EN
OFF ROAD TIRE EN
OFF ROAD TUBE EN
PACKAGING EN
PEDAL ASSEMBLY EN ORSK1000 ORTR1000 ORTB1000 PCKG1000 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 BAR CARBON COMPOSITE WHEEL ASSEMBLY EN Figure 5
Global Bike Raw
Materials
Global Bike SemiFinished Goods

TOURING HANDLE BAF CARBON COMPOSITE WHEEL ASSEMBLY EN CCWA1000
TOURING SEAT KIT OFF ROAD ALUMINUM WHEEL ASSEMBLY EN ORWA1000
TOURING TIRE TOURING ALUMINUM WHEEL ASSEMBLY EN TRWA1000
TOURING TUBE

 TOURING TUBE
 EN
 IRTB 1000

 WARRANTY DOCUMENT
 EN
 WDOC 1000

 WOMEN'S OFF ROAD FRAME
 EN
 OFFR 2000

### Distribution Network

Task Get familiar with Global Bike's distribution network.

Time 10 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	WN BIKES	5000	US00			
10014	NEW YORK CITY	BIG APPLE BIKES		2000	US00			
19073	PHILADELPHIA	PHILLY E	BIKES	3000	US00			
20003	WASHINGTON DC	DC BIKE	DC BIKES		US00			
30319	ATLANTA	PEACHT	REE BIKES	4000	US00			
48076	DETROIT	04277	LEIPZIG	DRA	HTESEL		18000	DE00
49504	GRAND RAPIDS	10999	BERLIN	CAPI	CAPITAL BIKES		16000	DE00
60515	CHICAGO	17389	ANKLAM	OST	SEERAD		21000	DE00
80207	DENVER	20249	HAMBURG	ALST	ER CYC	LING	14000	DE00
92612	IRVINE	22767	HAMBURG	RED	LIGHT B	IKES	23000	DE00
94304	PALO ALTO	30629	HANNOVER	CRUI	SER BIK	ES	17000	DE00
98146	SEATTLE	39126	MAGDEBURG	VELC	DOM		24000	DE00
		44784	BOCHUM	FAHF	RPOTT		19000	DE00
		63263	NEU-ISENBURG	AIRP	ORT BIK	ES	13000	DE00
		69120	HEIDELBERG	NEC	(ARAD		20000	DE00
		70499	STUTTGART	RÄDI	ELAND		22000	DE00
		81829	MÜNCHEN	BAVA	RIA BIK	ES	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.



Task Get familiar with Global Bike's partner network.

Time 10 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 PROTEC	CTIVE GEAF	২ 10	1000	US00			
CARLSBAD	000	REDWOOD KITS		11:	2000	US00			
CINCINNATI	000	BOOMTOWN TIRE	& WHEEL	10	2000	US00			
EDISON	000	LIGHTBULB ACCESSORY KITS		S 10	4000	US00			
GRAND RAPIDS	000	RAPIDS NUTS N B	OLTS	10	8000	US00			
HOUSTON	000	AUGSBURG	000	LOHS	SE SCH	RAUBE		118000	DE00
IRVING	000	BIELEFELD	000	PYRA	AMID BII	KING		114000	DE00
LACROSSE	000	BRAUNSCHWEIG	000	BURG	SMEIST	ER ZUE	BEHÖR OHG	113000	DE00
MCLEAN	000	DRESDEN	000	SACH	HSEN S	TAHL A	G	123000	DE00
MIAMI	000	FERFURT	000	ABS I	BRAKE	S GMBH	1	115000	DE00
PORTLAND	000	HEILBRONN	000	THIC	K SPOK	Œ		119000	DE00
SCOTTSDALE	000	KARLSRUHE	000	GUMI	MI SCHI	JLTZE		117000	DE00
		KÖLN	000	COL	OGNE B	IKE SU	PPLIES	122000	DE00
		MANNHEIM	000	FLAT	TIRE A	AND MO	RE	116000	DE00
		MÜNCHEN	000	RUN	& FUN			124000	DE00
		SANDKRUG	000	SHEL	L GEAF	2		121000	DE00
		WÜRZBURG	000	MAIN	CARBO	ON		120000	DE00



Task Get familiar with Global Bike's IT strategy.

Time 5 min

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

<u>Notes</u>

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. In 2017, the company's management decided to move to SAP S/4HANA to accelerate the digital transformation.