



CENIBRA: Taking the Next Steps Toward Sustainable Excellence with Intelligent Technologies

Since 1975, Celulose Nipo-Brasileira S.A. (CENIBRA) has been processing pulp and producing paper products with a focus on sustainability, biodiversity, and traceability. Pulp production requires large investments in capital, and asset utilization is a key component of a profitable producer. In addition, industry volatility has increased due to economic turmoil that is impacting prices and logistical resources.

CENIBRA has a long history of achievements, however, it knew that **transforming its IT landscape and processes** was necessary to meet new market requirements and its business strategy. One of the challenges CENIBRA faced was integration with the group's logistics company, CENIBRA Logística. The company also looked to create operational synergies, simplify processes, and increase productivity in areas including finance, maintenance, and operations.

THE BEST RUN



Executing a Digital Transformation Strategy with SAP S/4HANA®



Before: Challenges and Opportunities

- Aging ERP system that couldn't meet the latest market requirements and lacked digital functions
- Opportunity to decrease operational efforts for new IT developments and enable daily reports
- Need for easier ways to integrate processes and people, such as a stronger use of mobile technology
- Desire to move logistics company CENIBRA Logística from its legacy ERP system to SAP S/4HANA®

Why SAP

- SAP S/4HANA, which includes the latest digital capabilities that bring flexibility and productivity to CENIBRA's IT department
- SAP® Value Assurance program for a faster implementation, quality assurance, best practice selection, and knowledge transfer
- Ability to reduce manual efforts with SAP S/4HANA and SAP Fiori® apps

After: Value-Driven Results

- Single source of truth for customers and suppliers
- Flexible and faster cash-flow evaluation
- Improved operations thanks to best practices from the SAP Extended Warehouse Management and SAP Transportation Management applications
- Simplification of financial processes to accelerate monthly closing and greater financial insight, enabling 73% faster payroll report generation that considers complex legislation and 4,500 employees
- Improvement in asset management, providing more integrated management of depreciation and usage
- More-efficient IT process management using SAP Solution Manager and focused developments

“The path to digital transformation begins with **agile and efficient business management**. This was one of the main drivers to migrate our SAP system to the latest SAP S/4HANA software, a totally remodeled version that's faster and simpler and provides several possibilities to improve our processes.”

Anamaria Ferreira de Oliveira, Information Systems Coordinator,
Celulose Nipo-Brasileira S.A. (CENIBRA)

95%

Productivity gain for
closing reporting
procedures

11 hours

Saved in the generation of
payroll reports

Celulose Nipo-Brasileira
S.A. (CENIBRA)
Minas Gerais, Brazil
www.cenibra.com.br

Industry
Mill products

Products and Services
Pulp and paper production

Employees
4,500

Revenue
US\$560 million

Featured Solutions and Services
SAP S/4HANA and SAP Services
and Support

THE BEST RUN The SAP logo, consisting of the letters "SAP" in white on a blue background.



Enabling Next-Level Productivity by Simplifying and Integrating Processes

One of the key challenges for Celulose Nipo-Brasileira S.A. (CENIBRA) was increasing productivity at a company that is already recognized globally for its high standard of operations. The company is a merge of two cultures, Brazilian and Japanese, that resulted in a unique vision of a consistent business and pragmatic quality improvements. SAP S/4HANA® was a natural choice for its transformation, replacing the old ERP system implemented more than 17 years ago and integrating it with its logistics subsidiary, CENIBRA Logística. CENIBRA's aim was to create both process synergies and new process designs to increase productivity.

The 13-month project covered all main processes, including sales, finance, production, HR, purchasing, warehouse, transportation, project document management, and treasury and risk management. Even with challenges due to the COVID-19 pandemic, the team was able to work virtually and deliver the results as planned.

CENIBRA simplified its processes and increased customer service levels by adopting 320 SAP Fiori® apps and mobile technology. Processes such as maintenance, finance, and logistics have benefited from the new technology, with the focus changed from manual work to a better evaluation of business scenarios and streamlined decision-making.

“Simplification, increased performance of business processes, and preparation for the next steps of the transformation were the main needs of the business, but we also sought to improve the user experience. We brought mobility features into the scope and digitalized processes that were still manual – it was a big transformation.”

Ronaldo Neves Ribeiro, CIO, Celulose Nipo-Brasileira S.A. (CENIBRA)

99%

Faster generation of the maintenance plan, benefiting several capital-intensive processes

Improved

Processes with SAP Fiori apps