

An aerial photograph showing a large-scale construction project. A concrete bridge structure is under construction over a wide river. A yellow crane is visible on the right side of the bridge deck. The surrounding area is a mix of green trees and brown, dry-looking fields.

# **STRACO has chosen SAP ERP Best Practices to continue its successful path**

**Executive summary**

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Straco

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Industry

Constructions

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Constructions and civil infrastructure

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Web Site

[www.straco.ro](http://www.straco.ro)

Solution

SAP® Solutions

SAP ERP + SAP Best Practice

Benefits

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Fair Value – [www.fairvalue.ro](http://www.fairvalue.ro)

The Straco Grup company is leader on the local infrastructure market since 2013, with total incomes of EUR 195.8 million, with a market share of 16%.

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## About STRACO

Straco desires that what it achieves is in line with its principles and its vision for this business.

In order to have success, you must look to the future. A work well done means quality, promptness and durability. For the things you build to withstand, you must be flexible. And experience, maturity and respect contribute to the most important kind of capital: trustworthiness.

A vital resource of any company is its personnel, the people that transform opportunities into realities. At the beginning of 2013, the Straco team was made up of 633 workers, team leaders, experts and managers.



# 633

Straco employees in 2013

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# Straco needed an integrated and project-oriented solution

Large scale construction projects are complex and risky. An integrated platform that supports an entire cycle helps operations, engineering and constructions avoid risks and stay competitive.

Reduced margins, the intense competition and the requests to speed up projects increase the risks and put construction companies under pressure. At the same time, cashflow management is crucial for successful growth.

In order to improve its operational area, Straco needed an integrated and project-oriented solution, one that offers visibility at project level and that encourages project efficiency, maximizes productivity, diminishes cost overruns and offers sustainable outputs for operational assets.

The implementation of SAP ERP Best Practices was controlled at work and company level, objectives that are considered important by STRACO.



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## Reducing costs for works and mechanics

SAP ERP is the basis of profitability and business growth, by facilitating some factors in an integrated enterprise that help increase the productivity of resources, diminish risks and supply a full array of construction lifecycle services.

The integration of SAP services in the Straco company represents a strategic decision, that increases its value and standardizes its activity at the level of the practices used by the most important international players in the specific fields of activity.

STRACO chose this solution because it offers a series of specific benefits in the field of construction. First of all, SAP ERP facilitates the

reduction of work costs, as well as the mechanical-associated costs.

The increase of the profit margin was also a priority for STRACO, and it was guaranteed by using this solution.

SAP ERP also offers the possibility of tracking the real stage of projects, as well as their historical evolution. The controlling of material stocks offered by SAP ERP leads to a diminishing of the management losses.

“We chose SAP and Fair Value because, taking into account the rapid business increase over the last years, it was especially important to choose a partner with a strong reputation and implementation portfolio in the field.”

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## Priorities have been reorganized at company level

The implementation of SAP Best Practices led to a series of changes in the work methods and internal processes of the STRACO companies, so that project objectives could be reached.

The main challenge of the SAP solutions implementation project was the reorganization of the priorities at company level. Mechanization, sites and workbenches became profit centers.

For modelling the operational processes, the company's representatives, together with the Fair Value experts, have operated the introduction of time sheets at the level of an employee ID number .

Furthermore, the planning of the physical stage and the profit margin per project, incomes and expenses was done with observance of the best international practices, so that, currently, the company carries out its operations to the highest performance and quality standards, while also having a single, centralized (suppliers, customers, materials, labour, equipment) database.

Also, the implementation of the SAP solution means that the company now benefits of project traceability at activity level.

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# SAP ERP Best Practices for Construction

SAP ERP Best Practices for Construction was designed for companies that desire an easy and rapid implementation. This solution focuses on companies that carry out a significant part of these projects using their own personnel.

The Straco management has chosen the implementation SAP® ERP solution in order to streamline processes and get support packages for the main business areas.

The SAP ERP support packages target the financial areas, cashflow management, controlling area, procurement, stock management and sales. The solution also provides packages for work management, manufacturing and mechanics.

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“The SAP solution has allowed the streamlining of processes and it offered project managers effective, exact and trustworthy data. These improvements were crucial in this kind of business.”

Mihaela Radulescu – Project Manager of Fair Value

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## Straco benefits from project traceability at activity level.

After the implementation of SAP ERP, STRACO benefits from the most advanced real-time work and costs control functionalities at company level.

The biggest benefit the company gained today after the implementation of SAP solutions is the full traceability of the companies at work and cost level. The implementation of this solution enforces an organized way of working in all the company's departments.

Business capitalization is now possible through the increased control the management has access to, by using this solution. At the same time, the solution makes real-time information available in a single place.

Also, the automation of accounting and ensuring the legality of accounting operations are other benefits that Straco has gotten from the implementation of the SAP solution.



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## The next step is SAP Business Intelligence

Currently, the company has entered the stage where it can develop the management reporting area even more.

The first stage, the implementation of the SAP ERP system, has ensured the consistency of the business processes and the fact that the obtained data is correct and that it can constitute the basis for an advanced management reporting.

In this regard, the next step is **SAP Business Intelligence** solution, in order to obtain reports, dashboards that provide information in real-time, quickly and that can be used for taking efficient actions.



## About SAP

SAP is the leading supplier of IT business solutions in the world. SAP uses its extensive experience to offer a full array of solutions for all business needs.

By using SAP solutions, enterprises of all sizes, including small and medium enterprises, reduce their costs, improve their performance and gain the ability to adapt to the changes in the business environment.

The SAP solutions are specific solutions, customized to your company's field of activity, and not general solution; integrated solutions that provide complete functionalities, and not partial applications; solutions that are easy to implement and manage and that can be expanded as the company develops.

[www.sap.ro](http://www.sap.ro)



## About Fair Value

For more than 10 years, Fair Value provides complex business solutions based on SAP, the most powerful business suite in the world.

In 2007, Fair Values becomes SAP Gold Partner and currently is the most reputed SAP partner for the private environment, with more than 30 complex implementations in companies of all sizes, active in fields such as retail and distribution, services, constructions or production.

Besides the consulting services for the implementation of ERP, CRM and eCommerce solutions, Fair Value also develops proprietary intellectual property with the new SAP technologies, such as mobile applications, performance management solutions and BI solutions.

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