

How Did a Leading Cosmetics Company Beautify its Enterprise Software to Provide Customers with Their Beloved Products?

Beauty-conscious customers around the world have more products to choose from than ever before. With almost 4,000 retail outlets in Brazil and beyond, Boticário Group's fragrance, cosmetics, and skincare brands have already earned a special place in the beauty regimens of millions of customers – but the company sought more. To provide high-quality products to an expanded clientele, Boticário wanted to optimize its business efficiencies. Specifically, the beauty brand needed a complete view of operational performance, with insight into the user experience and how employees were engaging with its business applications.

To better understand how its employees were engaging with its existing SAP® ERP application, Boticário used the SAP® User Experience Management application by Knoa. Combining end-user data from this software, as well as availability data from its application performance management tools, Boticário gained instant visibility into employees' interactions with SAP software. Evaluating these interactions, Boticário detected process inefficiencies, enabling it to take steps to make process improvements. In one move, the company optimized the performance of its SAP ERP application and empowered its people to become more productive – to ultimately better serve its worldwide customers.



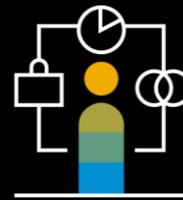
“We wanted to help our employees accomplish more. By achieving a simpler view of our performance, **we can spend more time differentiating our products in a crowded market where customers expect the best.**”

Nicholas Alexandre Pierri, Senior IT Consultant, Boticário Group

Leading beauty company Boticário Group used the SAP® User Experience Management application by Knoa to monitor employee engagement with its SAP ERP application. By better detecting process inefficiencies, Boticário was able to make process improvements to maximize the value of SAP solutions throughout its business.



300 million
Products produced each year



~4,000
Points of sale in 1,750 cities



9
Countries around the world





Beautifying Business Performance with SAP® User Experience Management



Boticário Group
São José dos Pinhais, Brazil
www.boticario.com.br
(Portuguese)

Industry
Consumer products

Products and Services
Fragrances, cosmetics, and skin care and personal care products

Employees
10,000

Revenue
US\$3.9 billion

SAP® Solutions
SAP® User Experience Management (SAP UEM) application by Knoa and SAP ERP application

Leading beauty company Boticário Group provides crucial components of customers' beauty regimens, from fragrances to skin care products. To better meet its customers' needs, Boticário needed a better understanding of its own business processes. Using the SAP User Experience Management application by Knoa, the company monitored employee interactions with its SAP ERP application to identify opportunities for improvement and enable efficiencies across key business areas.

Before: Challenges and Opportunities

- Gain visibility into employee interactions with SAP software to identify opportunities for improvement
- Combine user data with system performance and availability data from application performance management tools for a complete view of operational performance

Why SAP

- Comprehensive user analytics providing full visibility into employee interactions
- Transparent application use and workflows that help maximize the value of investments
- Detailed analysis of the user experience, which provides insight into which business transactions have the most user activity, highest error rates, and longest response times

After: Value-Driven Results

- Enabled major efficiency improvements in key business areas, including finance and logistics
- Empowered the identification and addressing of business issues with the most significant impact on user productivity and performance
- Supported proactive management of SAP ERP application performance
- Enabled help-desk operations to improve service-level agreements through automation

“We have made significant investments in our technology to improve efficiencies. We found SAP UEM to be the best product of its type, in both functionality and ease of use.”

Nicholas Alexandre Pierri, Senior IT Consultant, Boticário Group

Full

Visibility into operational performance

Greater

Employee adoption of software



Watch how Boticário uses SAP UEM to manage the performance of SAP ERP.

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