How Can a Consolidated IT Platform Provide a Springboard for International Growth?

With a steady increase in demand for Asian flavors worldwide, international markets hold significant opportunities for Thailand's food manufacturers. To take advantage of this growth potential, Thai Wah Starch Public Company Limited and Thai Wah Food Products Public Company Limited merged to create Thai Wah Public Company Limited. However, to support a strategy of global expansion, the headquarters in Bangkok, Thailand, needed to scale up its operations.

The company's management team recognized that running disparate processes on two separate legacy IT systems would present an obstacle to business growth. With the help of ISS Consulting (Thailand) Ltd., Thai Wah deployed SAP S/4HANA® across the newly merged enterprise. Now, with a single, next-generation ERP solution in place, the company has streamlined operations, standardized processes, increased visibility, and established a firm foundation for future growth.

THAI WAH
PUBLIC COMPANY LIMITED

ISS CONSULTING
INTEGRATED SOFTWARE SOLUTIONS

SAP

"With unified IT systems, we're in a better position to scale our business to **take advantage of new opportunities in international markets**."

Orn-a-nong Witchucharn, Chief Financial Officer, Thai Wah Public Company Limited

Thai Wah Public Company Limited wanted to expand its customer base, taking advantage of rapid growth in the world food market. To support this, the food manufacturer replaced two disparate IT systems with SAP S/4HANA®. As a result, the company has established a platform for growth, with standardized processes, improved end-to-end visibility, and streamlined operations.

10
Operation bases in Asia Pacific countries

430,000 tons
Of tapioca produced each year

>30
Countries around the world receiving Thai Wah food products

THAI WAH PUBLIC COMPANY LIMITED

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Creating a Single IT Platform for Growth with SAP S/4HANA®

Thai Wah Public Company Limited
Bangkok, Thailand
www.thaiwah.com

Industry
Consumer products

Products and Services
Tapioca starch, tapioca pearls, bean vermicelli, and noodles

Employees
3,000

Revenue
B 6.27 billion
(US$190 million)

SAP® Solutions
SAP S/4HANA®

When two businesses merged to form Thai Wah Public Company Limited, the newly formed enterprise wanted to embrace technology for the end-to-end value chain to have competitive advantage in the long term. With help from ISS Consulting (Thailand) Ltd., the company deployed SAP S/4HANA. The food manufacturer has now achieved greater efficiency and effectiveness of business operations, gaining real-time visibility across the enterprise.

Before: Challenges and Opportunities
- Establish an integrated IT platform
- Enable operations to scale up quickly to take advantage of international markets
- Create one master chart of accounts for two merged companies and their more than 20 subsidiaries
- Support business decision-making with a single source of truth

Why SAP and ISS Consulting
- Excellent track record of SAP in providing solutions for multinational companies worldwide
- In-memory computing power provided by SAP S/4HANA
- Extensive experience of ISS Consulting in working with food and manufacturing businesses

After: Value-Driven Results
- Improved support for decision-making, thanks to near-real-time reporting
- Better visibility into plant operations using a KPI dashboard
- Significantly reduced effort to follow up on sales orders, due to increased transparency from order taking to fulfillment
- Increased control of overhead costs as a result of advanced benchmarking capabilities

Featured Partner

ISS CONSULTING
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15%
Reduction in inventory levels

64%
Decrease in lead time for month-end closing

2 minutes
To run customer and SKU profitability reports, down from 2 days

"With one company, one system, and standardized processes enabled by SAP S/4HANA, we've achieved greater efficiency and effectiveness within our business operations."

Orn-a-nong Witchucharn, Chief Financial Officer, Thai Wah Public Company Limited

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