

## Arabian Cement Company Enhanced its Logistical Efficiency and Improved Customer Satisfaction



ARABIAN CEMENT  
العربية للأسمنت



### Customer Background

Arabian Cement is an Egyptian company founded in 1997. When ACC started, the main aim was to lead the market by serving the local Egyptian market with grey cement. In 2004, a Spanish cement group Cementos La Union decided to invest in ACC. Since then, ACC took its path to success to fulfill its vision which is to be the cement company of choice offering the best quality and service. As the production capacity is 5 million tons per year, producing high quality cement for the local and international markets; ACC decided to take a strategic move and partnered with ECS in order to enhance its logistical operations and facilitate its transportation process.



**Arabian Cement Company - SAP Logistics Execution  
Transportation Module and ECS CeMark Product**

**Company:**

Arabian Cement Company

**Industry:**

Cement Industry

**Location:**

Egypt

**SAP Solution and Services:**

SAP Logistics Execution - Transportation  
Module

**ECS Products:**

ECS CeMark Add-on

**Executive Summary**

**Objectives**

- Replace the old system and manual reporting.
- Centralize data and business processes.
- Control the in/out of the trucks through weighbridge integration.
- Implement error-free and automated weight capture of trucks.
- Achieve more reliability by reducing human dependency in loading and weighing operations.
- Integrate Weighbridge scales with SAP system by implementing CeMark Add-on.

**Challenges and Opportunities**

- Switch business processes from multiple disparate systems/excel sheets to a single integrated source of truth system.
- Inaccurate weighbridge measurements resulting in material loss.
- Time consuming weight capture process of trucks.
- Errors in weighing due to manual entry mistakes.

**Resolution**

- Implemented the SAP Logistics Execution - Transportation Module
- Deployed "ECS Cemark" - a Weighbridge interface with the SAP System

**Implementation Results**

**Automated**

Truck weight Capturing

**Reduced**

Loading and Weighing  
errors

**Improved**

Sales transactions through  
the pre-paid coupons

**Real-time**

Interface between  
Weighbridge scales  
and SAP system

## Challenges

Since day one, ACC had a main goal which is to become a leader in the Cement industry not only in Egypt but also internationally. To be able to pursue this goal, the company had to improve their operations and remove process inefficiencies. ACC faced many challenges and difficulties with the previous system, due to the poor integration between processes including finance, commercial and transportation departments. They encountered problems in the invoicing of transactions which resulted in many delays in the weighing and transportation process. Moreover, there was a failure in the old system to replicate actual data on the SAP system. In addition to that, the inaccurate reporting with deviated key figures and Inconsistency of master data led to many problems. ACC had to find a suitable solution to these issues in order to keep its place in the market and overcome the process inefficiencies, that's why ACC decided to implement "SAP Logistics Execution - Transportation Module" and "ECS Cemark" - a Weighbridge interface with the SAP System.

## Implementation

ACC deployed CeMark - a tailored SAP add-on for the cement industry to overcome any defects and to maintain efficiency of the transportation logistics. ACC entrusted ECS to take the responsibility of the implementation. The cooperation between the two teams helped in the success of the project. The main aim was to provide a solution like SAP Logistics Execution Transportation Module and tailored to match ACC requirements in order to have an efficient and easy flow of materials. It doesn't only help in the weighing and loading process but also in providing helpful and insightful reports. The duration of this project was 6 months followed by a one month support to ensure the smoothness of operations.

## Results

Cemark gave ACC great advantages which made a great difference in its transactions and operations. After the implementation, the process became more organized and efficient; Cemark saved time and cost that helped in accelerating loading and weighing operations. Moreover, it facilitated the entry of trucks; each truck became committed to the queue which made the product reach customers on time through the prepaid coupons. The management of lost, damaged or returned products has been properly managed and reduced to minimum. Also, the system allowed the management to have a better visibility into their operations through helpful reports. Finally, Cemark helped in enhancing the relationship between ACC and their customers; customer satisfaction has dramatically increased. Also, the solution has reduced lots of wrong manual entry, saving time and enabling real-time data inputs.



For more info contact:

**Tel.:** +202 27 746 165

**Mobile:** +2 0111 9044 122

**Email:** [marketing@ecs-co.com](mailto:marketing@ecs-co.com)

[www.ecs-co.com](http://www.ecs-co.com)

Stay Connected:

