

A welder wearing a blue protective suit and a gold helmet is working on a metal structure. Bright sparks are flying from the welding point. The welder is holding a blue tool, possibly a torch or a welding electrode.

**ICON Cuts Costs and Increases Efficiency
with SAP System**



ICON ERP Implementation

Company: ICON

Industry: Fabricated Metals

Employees: 500

Location: Wadi Houf , Helwan,
Egypt

Website: <http://iconegypt.com/>

SAP Solution and Services: my
SAP™ ECC 6 Ehp 5 Application
Material Management, Sales &
Distribution, Production Planning,
and Financial & Controlling

Background

Since its establishment in 1977, the Industrial Engineering Company for Construction and Development (ICON), has been the pioneer leaders in providing all steel-sheets related industries in Egypt, located on 80 acres in Wadi Hoof, Helwan; a strategically located industrial area on the outskirts of Cairo. The company owns and operates several factories where it ensures utmost quality products through total quality management of end to end manufacturing of its corrugated sheets and accessories, sandwich panels, steel purlins, guard rails.

“One reason that made the project successful is that we had experienced, full-time members dedicated to the project. This wasn't a part-time commitment.”

General Manager
ICON

Success Strategy

ICON provides and operates projects of buildings and units manufactured from structures applied by using its own famous ICON sandwich panels and corrugated galvanized steel sheets. These corrugated steel sheets and its flashings are manufactured in accordance to the American Standards Specifications ASTM A653.

ICON always strives to be an integral part of every innovative project established to contribute to the development of the region and to gain client satisfaction and trust through exceeding their expectations, by always delivering quality in adherence with its values and its highest standards of integrity.

Challenges

Most of ICON products are produced in accordance to the specific needs of the client; each product manufactured vary in length, width and thickness correspondingly, according to the mentioned technical specifications.

These products fall under the category of configurable materials where a bill of material is created for each product and contains all the components that are used and parameters of thickness, width and length can be changed according to customer's requirements in each sales order. ICON was facing many problems, they were having an outdated system for production and there was no system for finance and controlling.

This led to unavailability of information and redundancy of work across departments. As there was a lot of manual work which not only consumed time and decreased efficiency, but also, gave a faulty valuation about the cost of the product. Top Management were in need to have a timely, accurate information about product cost and profit of the company. After heavy survey in the market, ICON realized that SAP ERP has the answer to their dilemma, since SAP has best practice for configurable products and SAP ERP is a Long-term, scalable platform and a very stable one.

Implementation

ECS started the project preparation with the customer and the requirements were well identified and studied, the project team and the key users were chosen very carefully. The implementation was on-time and on-budget and took 3 months and it covers Material Management, Sales & Distribution, Production Planning, and Financial & Controlling.

Results

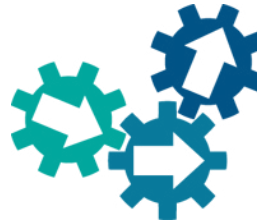
ECS was able to implement SAP ERP and ICON was able to maximize profit.

SAP ERP implementation in ICON, has automated and Integrated business processes between departments. As SAP ERP is an integrated system, information was available and viewed across all departments and duplication of work was completely eliminated.

Now, top management are provided with accurate, analytical reports that help them take Strategic decisions.

Today

As owners of long history and accumulative experiences, along with the sustainable development in such rare fields in Egypt; ICON became the sole solution for seekers of best quality in material and highest practice of installation for these very special structures.



Automation and Integration have lift the company's performance above the competition