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The integrated processes and information provided by the Global PLM project are helping Scotts to continually improve its ability to efficiently identify, define, develop and launch products. The foundation of accurate product information, in parallel with improving ongoing business processes with our business partners, should provide a valuable source of information to improve our strategic and operational decisions on a long-term basis.”

Scott Hendrick

Senior Vice President,
Chief Transformation Officer & CIO
Scotts Miracle-Gro



Transforming Product Innovation and Compliance at Scotts Miracle-Gro

Capgemini and Linx/AS assist Scotts Miracle-Gro and leverage SAP PLM to reengineer and enable its global product innovation and compliance processes

The Situation

Scotts Miracle-Gro, the world's leading marketer of branded consumer lawn and garden products, has grown organically and through acquisition. As a result, its product development processes across business units and geographies were inconsistent, and were additionally not well supported by, or integrated with, information systems.

This manual and labor-intensive situation needed to be addressed in order to support the company's global business vision and objectives, which included accelerating time to market, increasing development efficiency, and ensuring product regulatory compliance.

The Solution

The company had been leveraging SAP in other areas for many years and approached this project with a desire to further leverage its SAP investment. Following a thorough review of the desired business capabilities and requirements, and visualization of key functionality in a series of prototypes and demonstrations, the company decided to



proceed with an SAP-based solution with support for the following major business process areas:

- Document Management
- Idea Management
- Portfolio and Project Management
- Specification and Recipe Management
- Packaging Management
- Product Safety and Registration Management
- Supplier Collaboration
- Product Quality Management

The Result

The Scotts PLM solution is enabling product development work done across the company in many departments – including Research & Development (R&D), Environmental Health, Safety & Security (EHS&S), Purchasing, Sales, Marketing, Manufacturing, Legal, Regulatory, Portfolio Management and Quality – to operate with a single set of common business processes supported by integration of associated product data and documents.

How Scotts Miracle-Gro and Capgemini Worked Together

Scotts Miracle-Gro started by examining and redefining its product development business processes. Building upon this foundation, Capgemini and Linx/AS assisted Scotts in defining and gaining organizational alignment for the Global PLM initiative.

Central to the vision was a fundamental shift from a legacy environment relying on documents to one designed around integrated specifications, data and documents to improve the company's overall development and compliance process efficiency.

As a foundation, the solution leveraged a broad set of SAP modules to manage the documents, data and associated workflows for review and approvals in these areas. Additionally, the team designed and developed expanded functionality to support Scotts Miracle-Gro's specific business needs. One example of that functionality was a series of product, portfolio, project, registration and SKU (stock-keeping unit) tracking dashboards to improve information and process visibility and decision making.

Another major part of the solution was a capability to automate U.S. state applications for product registrations, and renewals with various governmental agencies.

A capstone set of functionality was the integration of product development and registration management to automate the creation and setup of SKUs. This enables Scotts to more efficiently introduce new products that comply with internal and external requirements.

Collaboration among all team members was a critical aspect of the global PLM project. Capgemini's partnership with Linx/AS, which brought deep SAP PLM process industry expertise, experience and accelerators to the team, was a particularly important contributor to the project's success.

The ability of the Capgemini-Linx/AS team to collaboratively work with Scotts' associates and other consultants was instrumental to success throughout the two-year initiative.

In addition to collaborating with Scotts' business and IT associates in North America and Europe, the team made extensive use of Capgemini's Rightshore® global delivery approach. This made it possible to cost-effectively develop the significant amount of Scotts' specific functionality that was required.

Transitioning the Scotts organization over to the new PLM solution was supported by extensive training and establishment of a support organization, which is increasing end-user adoption and achievement of targeted project objectives.

The company is beginning to realize the value from the PLM solution through gains in efficiency, time to market and process accuracy. The process and information integration and visibility is favorably impacting the way the company gathers and leverages ideas, manages its portfolio of projects, develops and launches products, and manages product quality throughout.

The company expects that the process and information integration, combined with the increased visibility of product development and registration information, will drive continual improvement for years to come.

About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services.

The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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About Linx/AS

Linx/AS LLC is a strategic consulting and software development firm that focuses on product lifecycle management (PLM) and regulatory & compliance (EHS) solutions for SAP. We have successfully helped small- to mid-sized businesses up to Global 2000 companies accelerate innovation-to-market processes while effectively reducing compliance challenges. From chemicals, consumer products and high-tech to oil & gas and life sciences, Anand, Vishnu our success stories cross industries with common themes: maximize client ROI in SAP technology, lower TCO for IT organizations, and make enterprise technology work for the end user.

More information is available at:
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Manufacturing and Consumer Products
Supply Chain Management
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in collaboration with 

The Scotts Miracle-Gro Company (NYSE: SMG) is the world's leading marketer of branded consumer lawn and garden products. Scotts brands are the most recognized in the industry. The company operates primarily in North America, along with businesses in Europe and Asia Pacific, and employs approximately 8,000 associates. The company was founded in 1868 in Marysville, Ohio.

More information is available at:
www.thescottsmiraclegrocompany.com

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