Shaheen news

Volume 2 | Issue 4 Oct. 2010 - Jun. 2011

A Magazine by AIG Dedicated to Shaheen Project

TPMC 1st to Go-Live

Ghiath Sukhtian: "TPMC has made the decision to be the first subsidiary to Go-Live with SAP"

- Realization Phase starts now
- Shaheen Steering Committee Meeting
- AIG moves to New Headquarters

Shaheen news

Contents

03 Realizing our Vision
Khalid Masri, Deputy Chairman

04 TPMC 1st to Go-Live
Ghiath Sukhtian, Board Member, CEO of TPMC

07 Realization Phase starts now
Selman Al Fares, Board Member, Chairman of Shaheen Steering Comittee

08 Recognizing Major Milestones
Khalid Al Gwaiz, President

09 Shared Services for Astra Industrial Group
Ali Mezrawi, VP-SS

10 Shaheen Steering Committee Meeting
Ali Mezrawi, VP-SS

12 Organizational Change Management Repeatable Change
Turki Al Mohammadi, Change Mgnt.

13 A Proper Post Support Ensures Project Continuity
Ali Mezrawi, VP-SS

14 Project Manager Confident on Success of Shaheen's First Go-live
Hans Greeff, Shaheen Project Manager

15 Commitment: a Pre-natal Analysis
Rolo B. Cena

18 Group Events

20 Shaheen Software & Hardware Compliance with GMP
Dr. Thomas Karlewski, GMP Quality Audit for Shaheen Innitiative

21 SAP ERP Enabling Efficient Sales Order Management
Eng. Khalid Yahia, Business Development Engineer IBSF Sales Coordinator

23 Big Welcome
Welcoming New AIG Members Aboard

Shaheen Newsletter team:

Managing Editor:
Khalid Al Gwaiz, Selman Al Fares

For inquiries please contact:
ali.mezrawi@astraindustrial.com.sa

Editor-in-Chief:
Ali Mezrawi
Rolo Cena
Khalil Abd Jabar
Turki Al Mohamadi
Christian Salas

Published by:

أسـترا الصنـاعيـة
Astra Industrial

P.O.Box: 1560 Riyadh 1141
Saudi Arabia
Tel: + 966 1 4752001
Fax: + 966 1 4752002
Info@astraindustrial.com.sa
www.astraindustrial.com.sa

Realizing our Vision

Khalid Al Masri, Deputy Chairman

During the past four months, Project Shaheen has been moving ahead with clear measured pace. Through the Business Blueprint, we have designed a single SAP solution for Astra Industrial Group.

The sign-off of the Blueprint is a massive achievement and a key project milestone. I would like to extend my appreciation and thanks to the individuals within the team and our subsidiaries who have made this happen. Our challenge now is to make the Blueprint real. Like setting out on the building of a grand palace, our architects have the designs, our people have the material in place. What is left now is to manage the construction of our shared SAP.

I count on your personal commitment to make this Project a success. In the next months, the SAP solution will be rigorously tested by the Core Team. This will assure the quality of our system before we go into the formal User Acceptance Test. UAT is where we see our business end-users validating our system.

The decision has been made to Go-Live with AIG and TPMC on the 1st of July 2011, Astra Chemicals and Astra Polymers on the 1st of October 2011, and IBSF and Tanmiyah on the 1st of January 2012. There will be no change to these dates.

Every one of you who will use the system will go through a full training cycle to prepare you before the Go-Live. It is your responsibility to learn, to understand what is coming, and to make sure that you know what actions you have to make within the system on the first day of use.

Following the Go-Live in your company, you will have two months of dedicated project support time to help with any technical queries. I expect you to do your very best to achieve the high standards of Astra Industrial Group and to showcase our abilities to the world.

"Our challenge now is to make the Blueprint real. Like setting out on the building of a grand palace, our architects have the designs, our people have the material in place. What is left now is to manage the construction of our shared SAP."

1st Go-Live:1st July 2011

Ghiath Sukhtian
Member of the Board,
CEO, TPMC

TPMC has made the decision to be the first subsidiary within Astra Industrial Group to Go-Live with SAP.

Ismail Belbachir
Deputy CEO, TPMC

Prof. Hamad A. Al-Khamees
General Manager, TPMC

The introduction of SAP is the bedrock providing us with the scalable IT infrastructure to enable our visions of Tabuk 2015 to be realized. This means that we need to take all measures to make certain that the implementation is a success within our company.

Our shared goal must be to make as simple and as manageable as possible the transition from our current systems to SAP from the 1st of July. This will have two major impacts, the first of which relates to our employees.

We all need to learn the new system, learn from the Core Team, and learn everything each of us needs to do as of the 1st of July so that Tabuk can be a flagship for Astra Industrial Group. I expect each end-user to pay active attention during training, ask relevant questions, and make use of the feedback forms and trainers within the Core Team for further questions after the training. You must learn and you must speak to the experts where you need further advice. I expect my managers to provide all possible assistance to the Shaheen Team to coordinate training and to make certain that every single SAP user is fully prepared for our Go-Live on the 1st of July. (continued) ▶

"Our shared goal must be to make as simple and as manageable as possible the transition from our current systems to SAP from the 1st of July."

The second of the impacts relates to our supply chain.

We need to make certain that all of our suppliers and all of our customers are informed about the new system and the impact that this will have in the first weeks after we Go-Live. There are two mitigating actions that we will take to manage the impact of the Go-Live.

TPMC will work closely with Shaheen master data Preparation Team to confirm that the correct set of master data is contained within the system. This process will be executed through the next two months and will be tested within the test servers to make certain our data is as correct as we can make it.

TPMC Purchasing and Sales, and Distribution Teams will work with the Shaheen OCM to draft and to confirm that all Supplier and Customer communications have been sent out at the required timelines as per the project plan. We have a large number of suppliers and customers. It will be the Purchasing and Sales, and Distribution departments which will send the formal communications to our external partners.

These two aspects are the key responsibility of TPMC and I expect us to demonstrate high professionalism throughout. We have the privileged position of going first within the Group. We have the full support and attention of the Board. So, let us realize this crucial step on our journey to deliver Tabuk 2015.

We need to take all measures to make certain that the implementation is a success within our company.

Realization Phase starts now

Selman Al Fares, Shaheen Chairman

It is with pleasure that I announce that Shaheen Project has moved from the second phase, Blueprint, into the third phase of the Project, Realization.

During the Realization phase, we will make the Project real. You and I are responsible for taking our own responsibilities in this success. At Go-Live, each one of us will have our own user access within the system. Each will be trained on how to use the system and each is responsible for the actions within the system. Realization is the phase where we prepare ourselves to be independent of the technical support team.

For most, the Realization phase will mean learning the system during End-User Training. This is the system we will be using for the next 10 years. We need to know what information to enter into which fields at which point along our business processes. We need to know what the consequences of our actions in the system will be.

For managers, Realization will mean working with the Organization Change Management (OCM) workstream to prepare the organization, schedule training, communicate on the Go-Live dates, and follow-up with staff when there are questions and inquiries. It will also mean working with the master data Preparation Team to make certain that all our critical business information is correctly transferred from the current systems into the single SAP system. This will be an iterative process during the Realization phase and the master data Preparation Team will be there to help organize in the next months of data gathering and preparation with you.

In addition, at a group level, OCM will facilitate meetings to ensure that access rights within the organization are correctly set-up and manageable for the correct end-users.

In the background, Shaheen Technical Team will complete a three-phase cycle of Configuration Testing, Integration Testing, and User Acceptance Testing. Each of the 500 processes within our organization will be fully tested to make certain that our SAP system has the highest quality possible.

Finally, I would like to thank all of our personnel who have been involved in the Blueprint phase for their hard-work and dedication to the task of completing the phase. The Group recognizes the impact that this effort has had, which we deeply appreciate.

We now move into the Realization phase in which each of us is personally complicit in making the SAP integration a success. Each of us needs to learn everything in SAP that we need to complete our jobs.

Congratulations again, Shaheen Team for the achievement of the Blueprint Sign-off. Now let us make it real.

Recognizing Major Milestones

Khalid Al Gwaiz, President

I would like to start by congratulating our Shaheen Core Team for the successful delivery of the Business Blueprint.

The Board recognizes the effort and the hard work that it has taken from you to deliver a business blueprint which integrates the processes of five related companies in different industries, each operating in a different set of international markets.

I would like to outline what this achievement means in clear terms. The 28 Core Team members have, within a period of six months, identified, described, and documented 499 business processes as well as integrated these into a single business blueprint for SAP, and conducted over 60 different workshops with the business process owners, through which they facilitated the best possible discussions about the “why” of our business.

Our achievement means that the Core Team has documented and designed a single system, not just for today, but one capable of sustaining our growth plans through the next ten years. This work enables us to be confident that our business processes will work within one standard SAP system for Astra Industrial Group today and through the planned growth of our organization.

And it is not only our Group which is confident; the SAP Company itself has independently validated the blueprint and provided us with a clear written assurance that the blueprint will meet our requirements.

The clear intention of the Group is to grow and to increase the ability of each of our employees during this phase. The single, standard SAP for the Group is the foundation for our future growth. Everything that we will do will be structured through SAP.

"The next phases are crucial to a measured and managed deployment."

Realization will see the Core Team become trained as trainers through involvement in the test cycle and ensure the system knowledge can be transferred to all of our end-users. Final Preparation will see the Core Team train each end-user on how to use the system along the business processes defined in the blueprint.

Again, I would like us all to thank and to recognize the high-quality work and the personal effort and commitment the Core Team has made to see Shaheen Project through to a successful deployment in our Group.

Shared Services for Astra Industrial Group

Ali Mezrawi, Vice President, Shared Services

Shaheen Management would like to congratulate and thank every member of AIG and its subsidiaries for the great achievement of Blueprint Sign-off, which allows us to move to Realization!

Shaheen Core-Team, Process Owners, Business Functional Managers, and Project Management Team were able to agree on one blueprint per module, accommodating all the processes to run our business, regardless of industry differences. This was, of course, one of the management objectives when we embarked on the Project.

Let us refresh our memories with Management Objectives	Status
Centrally managed ERP for all business functions / companies	✓
Scalable, reliable, industry solution / best practice	✓
Globally accessible, highly available systems	Under testing
User-friendly transactions & drill-down reports	✓
System-driven alerts and notifications	Under configuration
Integrated transactional data with integrity for audits	Under configuration
Requirements-driven manufacturing with real-time costing	Under testing
Authority matrix-driven online approvals	Under preparation

The eight objectives were grouped from the thirty four (34) points that were identified and collected during the Management Alignment Workshop organized by L&T. The current atmosphere and smiling faces in the office give us confidence that AIG and subsidiaries’ vision is not a dream that vanishes when one wakes up from his sleep.

It is a real vision that is fully supported by the Board members and Top Management, backed by a clear project plan and project management leadership.

In the Realization phase, the subsidiaries will have to identify and upload the relevant master data, working together with Shaheen Team. The opening balances and open items will also need to be identified and uploaded. All of these are to be uploaded on time before Go-Live. All the users will also need training during this phase, with the main objective of ensuring that they are equipped with knowledge and confidence to use the system, alone! Support will however be provided when and where required.

One may ask, what in it is for me? Using the number one ERP system in the world is great but I would like to bring a sharp angle to this question:

- The fully-integrated system will reduce my effort looking for data to make decisions.
- The up-to-date data will give the ability for a quicker response to my management.
- The fully-integrated system will allow workload sharing throughout the departments.
- The deskless system will reduce my paper filling time.
- The online search will let me get any information quickly.
- The chain proccess of transaction will reduce the chance of error.
- Getting sales, forecast, purchasing, working, stock . . . etc. on one system will allow me to do material demand planning quickly.
- The system means I should be able to do my previous job in shorter time
- The system means I can see my family and enjoy life more.
- The system means I can ask for more responsibility which will lead to a better career.
- The system means I can present my work in much better ways due to the reduced time to collect it.

Shaheen Steering Committee Meeting

This meeting agreed on a clear, repeatable way forward for each of the SAP deployments which are coming up in the next weeks.

The Leadership Team and senior business stakeholders took part in the Realization phase kick-off meeting.

Ernst & Young was approved by the Board and Steering Committee to design the authority matrix & financial policy according to the best practice, in a parallel plan with Shaheen.

- Bader Bin Mohareb (VP-Finance) was assigned as a Program Director and Khalil Abd Jabar as a Project Manager.
- The output of this Project will assist the required input for Shaheen.
- The project plan and SAP deployment schedule were confirmed and will be communicated to each company.
- The preparation activities and the time impact to the businesses were outlined and agreed on by each General Manager.
- The Quality of the SAP system will be assured through Integrated Testing and User Acceptance Testing. The correct business representatives have been identified and their time was confirmed for testing.
- The user profiles will be completed through the role-to-job mapping exercise with each company to give the business the control over how the business process will be completed by the end-users.
- The training content will be developed by the Core Team during January. We count on you.

Ali Mezrawi
VP Shared Services
Shaheen Program Director

Hans Greeff
Shaheen Project Manager

Khalil AbdJabar
Organizational Dev. Manager
Shaheen Integration & Quality Manager

Turki Al Mohammadi
Shaheen Change Management Specialist

Below from the left: Mr. Khalid Al Gwaiz, President of AIG, Mr. Selman Al Fares, Chairman of Shaheen Steering Committee, and Mr. Mufid Hattab, CEO of IBSF

Above left: TPMC's CFO Mohannad Toemh listening to video conference

Above right: E&Y presenting the way forward with Authority Matrix & Financial Policy creation

Organizational Change Management: Repeatable Change

Turki Al Mohammadi

We are one company. We all will be using SAP. OCM will work with you to deliver on the promise. We will deliver a single, standard SAP system for the Group.

I have talked about change and its impacts on the organization in previous editions of Shaheen Magazine. I have talked about the change roadmap, where we are going, what we are doing in each phase of the Project; from Kick-off, through Blueprint Design, to Implementation and Steady State.

I would now like to talk about change in terms of the real tangible change management activities that Astra Industrial Group will be completing with you during the Realization phase of the Project.

These fall into three categories:

Communication

Providing each stakeholder (you, your colleagues, your clients, and your suppliers) with the right information at the right time in the right manner so that you know what the Project is delivering and when, and what the benefits will be to you

Process Awareness Events

Workshops with end-users will be held to look at the similarities and differences in the business process from today to tomorrow. This will mainly have the result of today where there is a manual process and tomorrow where you will automate through SAP

Training

Training will be designed and developed by the Core Team and will be aligned with the business processes within the Business Blueprint. The Change Management Team will coordinate the training design and organize the different training packages into training courses. You will receive from your management a clear instruction as to when you have been scheduled to attend the relevant training session. Managers will receive a detailed briefing pack and schedule for the training which will be completed during the Final Preparation phase.

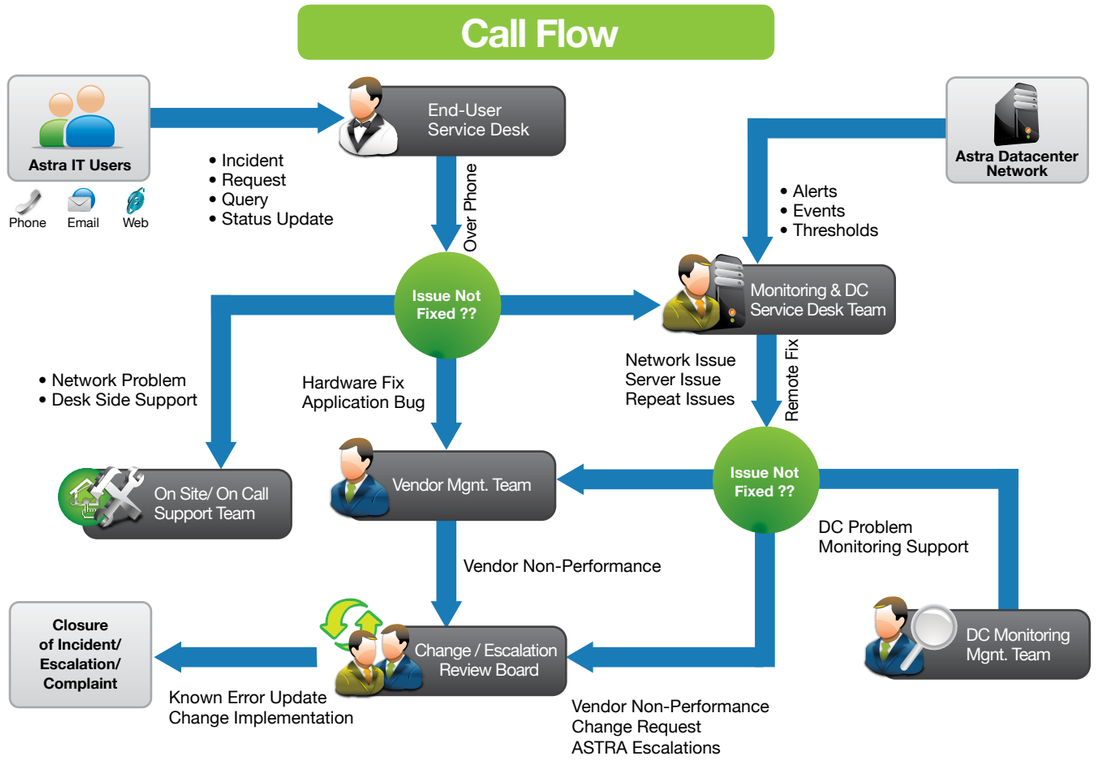
In Final Preparation, the training will be classroom-based on PCs, using the SAP system training and each end-user will run through relevant examples of work to complete, using SAP. Manuals and Quick Reference Guides will be provided as training support.

A Proper Post Support ensures Project Continuity

Ali Mezrawi, VP-SS

Shaheen Management started planning for the support structure after Go-Live of 1st July 2011 from day one of the Shaheen project. While it is true that Wipro and our Core Team key users will remain serving the group for nine (9) months from first Go-Live, the support mechanism needs monitoring, controlling, regular reviews, and continuous improvements. The support structure is not only limited to SAP, as it goes further; 1000 users, within AIG and the subsidiaries, who depend on their computers and data centre, hosting multiple computers/servers (e.g. e-mail, SAP, and Network), where availability, reliability, and stability are required on a regular basis.

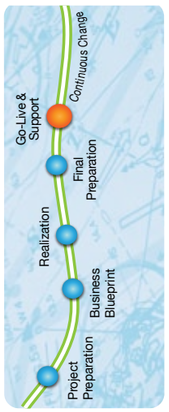
For this purpose, Ali Mezrawi, Shaheen Program Director completed a visit to India to explore the topic with our existing SAP implementation partner, Wipro and other organizations. The workflow below gives a hint of the challenges of the support operations. Shaheen users are encouraged to use our future help desk to log their issues, for us to provide solutions and care later on.



Project Manager Confident on Success of Shaheen's First Go-Live

Hans Greeff
Shaheen Project Manager

Project Shaheen has been going for the past thirteen (13) months. We are now in the final six weeks before the scheduled Go-Live date for TPMC on 1st July 2011. During the last few weeks, I have spent most of my time on the pre Go-live activities for TPMC. I have had the pleasure to work with senior TPMC Management and staff to advise on the master data Capturing and Cleansing task. This is the most critical activity at this point in time and one of the major success factors for an ERP implementation project. My recent visit to TPMC in Tabuk boosted my confidence when I saw the evidence of the commitment and support of Top TPMC Management in the setting up of the data migration "War Room" as requested. With this level of commitment, the implementation at TPMC will be a success!



Project Preparation Phase	01 February 2010 – 16 May 2010	Complete
Business Blueprint Phase	21 May 2010 – 15 January 2011	Complete
Realization Phase	11 December 2010 – 31 May 2011	Actual Start 11 December 2010
Final Preparation & Go-Live (AIG & TPMC)	1 June 2011 – 31 August 2011	Go-Live –1 July 2011
Final Preparation & Go-Live (APCCL&CHEM)	1 September 2011 – 30 November 2011	Go-Live –1 October 2011
Final Preparation & Go-Live (IBSF & Tanmiah)	1 December 2011 – 28 February 2012	Go-Live –1 January 2012

A normal day for Shaheen Core Team where Management of SAP, Wipro, and Shaheen participate in the discussion along with Change Management Team.

Commitment: A Pre-natal Analysis

Rolo B. Cena
Project Team Lead, HCM

Commitment can be defined as the strong belief of the people in the basic philosophy and precepts of an organization, and how faithfully these are carried out with genuine spirit and drive to achieve business objectives. It is an interaction governed by obligations, which may be mutual, self-imposed, explicit, or implied.

When members of the Core Team were brought to Riyadh on 15 May 2010, they were not technologists; they were business scientists who were dedicated to map out the Companies' business processes for the technology called SAP.

And mapping these processes, considering the apparent diversity of AIG, was not an easy task. True to its form, this exercise gave birth to the Business Blueprint that became the sole and major basis in developing the system for the Group.

The roadmap of Shaheen, no matter how plain and simple it appeared on paper, has always been very difficult. For one, the Core Team has struggled for a year now trying to make both ends meet, apart from grasping the wisdom SAP Technology offers vis-à-vis the actual business processes our respective companies have.

During those times, the overwhelming sense of pessimism or frustration was just hard to suppress. These events paved the way for various approaches of disengagements, or attempts to, but the message was resoundingly clear: that while others leave or most become skeptical, the plan to proceed with the Project remains relatively unscathed.

And it pays! The benefits may not be fully and clearly visible now but soon the team would be able to realize them. Truly, what Selman Al-Fares enunciated in the meeting made sense: "It always takes nine months for a woman to deliver a child."

Conversely, one year of unsteady but relatively manageable pace has shown a great deal of commitment from both sides; the Core Team aggressively pursues for the prime demands and basic requirements to complete the Project while the management strongly supports the Team at all costs.

Definitely, we are going to wear the suit of SAP. Valuing the benefits now, ultimately SAP could further usher AIG to strategic locations elsewhere and may bring about another strategic change or repositioning especially in the global market scene. While major industry players have been in existence for decades now, the business conquest the Group is tracking can precisely determine the passion to create the art-of-war strategy that can conquer uncharted islands in the long run.

Big Move!

New AIG and Subsidiaries' Headquarters, Al Riyadh

This year has been one of transition, and most notably, in March 2011 all companies within AIG, except for Astra Polymers, moved into the new building. This state-of-the art office is a dream that came true. Our employees love the new offices and facilities. For the first time, we have representatives from each company under one roof, which eases coordination and cooperation within the Group. Staff members appreciate being together in one location. The move will foster much dialogue and exchange, ensuring that we are able to deliver our promise of "Management without Borders."

With the new office, we are able to host events in the new space available. Our first event was to host IBSF's engineering day where we had the contingent using the new offices available. We also had the AIG Board meeting held for the first time in the new office and the new boardroom.

It was also remarkable how many of our employees found time to volunteer and make contributions to the office move and the settling down in the new environment. Without the help and the understanding of the employees when moving into a new place, we would not have been able to settle into the new building as quickly as we did. It is truly exciting to work in such an environment.

The Project was lead by Ali Al Mezrawi under the supervision of Mr. Khalid Al Gwaiz, AIG's President.

Board Members and the Management continue to push boundaries further with our first physical and system integration.

The following are the biggest contributors to the move:

Khalid Al Gwaiz
President

Ali Mezrawi
VP-SS

Mufeed Hattab
CEO, IBSF

Jehad Atiyat
CEO, AstraChem

Prof. Hamad Al Khamees
General Manager, TPMC

Khalil Abd Jabar
Organizational Dev. Manager

Abdullah Al Qahtani
SAP Core Team (Solution Manager)

Ehab Atallah
Shaheen IT Head, TPMC

Saleem Mousa
IT Manager, AstraChem

Jamal Abu Baker
Chem Administrator

Siraj Munir
IT Administrator, IBSF

Christian Salas
Shaheen Project Coordinator

Jaer Asilum
HR Coordinator

Mohammad Zaghlol
Tech. Support

Nawaf K. Al Anazi
Executive Secretary to the President

Abdul Razaq Al Khamis
Administration

Group Events

Shaheen Core Team after the BBP presentation at the Steering Committee meeting

Above: HR Team and Philadelphia Consulting pose for a gracious picture

Below: Official and Business Support visit of Wipro's VP for Business Solutions Division Mr. Sairaman Jagannathan

Left: Role-to-job mapping (RTJM) activity in Dubai for Polymers by Messrs Turki Mohammadi and Matthew Mann.

The Pharma Road Show at TPMC by Mr. Ali Mezrawi and Mr. Wim from SAP

Left: Core Team enjoying their time (before the activities kick-off their Blueprint sign-off gathering) at Al Hamra Compound along with Messrs Khalid Al Gwaiz (President), Selman Al Fares (Board Member), and Ali Mezrawi (VP -SS).

Shaheen Software & Hardware Compliance with GMP

Dr. Thomas Karlewski
GMP Quality Audit for Shaheen Innitiative

Joining the SAP-Project Team in December 2010 for the CSV – Computerized Systems Validation – part of Shaheen Project, I would like to explain the target of CSV in such a huge and innovating Project.

The great Chinese Philosopher Konfuzius (Kúng-fu-tzu, 551 a.d. – 479 a.d.) once said: "Who wants to achieve the target quickly, has to walk slowly".

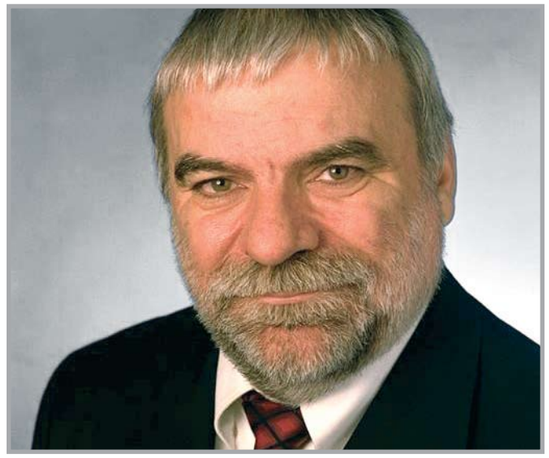
What does this mean to our project and validation aspects? I would like to interpret these two folds:

- Before starting to walk and to hurry, think about your steps.
- Walk in a controlled manner to let your target not disappear.

This is exactly what validation activities target on. Before starting the Project, we need to be sure about our requirements. In CSV words, we need to define the User Requirement Specification (URS) and Functional Specification (FS) to know clearly what we want. The second point we will fulfill is the Technical Project Plan and the Validation Protocol. These documents will guide us together with the already installed IT-SOPs (Standard Operation Procedures) of TPMC to achieve a controlled development process of the new SAP-Solution.

In a production environment, a company is used to establishing controlled production processes to deliver high quality products to the market constantly, independent of the branch the company works in. Do you agree? This usually is covered more or less in a Quality Guideline of the company (DIN EN ISO 9000ff). There are metrics like CpK (Process Ability Index) or CmK (Machine Ability Index) with statistical methods behind to calculate and show that the process is a controlled one. That is what we want to have in a regulated and validated environment: a controlled and stable project / IT development and operation process. Because TPMC is a pharmaceutical company, we face regulative and legal requirements for computerized systems used in the pharmaceutical production.

These regulations are in place to prevent any risk or harm from patients who take a medical treatment against a disease.



To control the process of implementation of a computerized system, the Design Phase will be followed by Realization and Testing Phases. These phases are also quality-controlled. From the Final Acceptance Test, the system will be released for daily use. After that, the operational phase starts. To keep the valid and controlled status, Change Management procedures and Operational SOPs will be implemented.

There is a second saying in Europe: "Rome (the famous international Capital of Italy) was not built in one day." Again, what relation does this have to our Project? To achieve the full functionality and automatism of SAP and to fulfill the controlled development process in a regulated environment, we will have to build our solution in phases: basics first and after that the optimization and the usage of additional modules of SAP – think big, start small.

But why does it seem so difficult to achieve? If you look into the plan of a building, it is rather easy to see the parameters: the wall must be 5 m long and 3 m high. The power supply is in the left corner down to the floor. This is easy to understand for everybody. But in the design of a computerized system this is more complex and different. We try to design business processes which guide people through the daily work. There are a lot of undocumented, not directly described activities. People have to make decisions out of experience. This has to be put into the BBP descriptions. Out of the BBPs, you have to understand the world of the program and the way it will support you in the daily business. This is rather difficult and needs a lot of imagination. Again this is an argument for CSV: a controlled high quality development process.

I hope that I introduced the world of CSV a little bit to you and I am confident that we will achieve our target in 2011.

SAP ERP: Enabling Efficient Sales Order Management

SAP Sales and Distribution (SD) is part of the logistics module that supports AIG customers starting from quotations, to sales orders, all the way to billing the customer. It is tightly integrated with other functional modules and allows companies to input their customer sales price, check for open orders, and forecast.

SAP ERP allows gaining role-based access to sales information, handles quotation and order management, performs reporting and analytics, enables the reduction of administration cost through automation, promotes the use of profitable sales channels, and ensures customer satisfaction by delivering timely, accurate information.

With SAP SD, all AIG affiliates will have stored master data for customers, materials, and pricing; these master data will be shared across the application modules and processed to eliminate data redundancy. It will also help in risk management and credit control for all subsidiaries.

It is a great honor for me to be part of AIG's Core Team and to work in the SAP ERP implementation for a leading industrial conglomerate in MENA.

Being with AIG's Core Team, the opportunities to continue learning are endless.

Project Management created a positive, productive, and successful work environment for the Core

Eng. Khalid Yahia
Business Development Engineer
IBSF Sales Coordinator

Team. All are working together with a common objective for the success of Shaheen Project which made them accomplish tasks with ease. AIG Core Team faces challenges in motivating themselves and in getting recognized for their contribution with positive feedback.

By generating an atmosphere that is conducive to trust and potential for personal growth, our Project Management Team is more powerful and is cultivating future leaders at the same time.

It is not an easy task to build a new system for the sales and marketing process of an engineering company which is discrete in manufacturing and to standardize it with process manufacturing companies. Sales in IBSF is an integrated process where the sales office cooperates with the engineering department to find the best cost estimate for each and every project inquiry, before pricing and submitting quotations to customers.

Continuous support from project and IBSF management made Sales and Distribution (SD) Team able to work on an ongoing basis and not only to study and test the proposed solutions, but also to give effective ideas which help solve the problem and find the best mapping for IBSF sales process.

Our dream is becoming a reality after a lot of effort and hard work during these months, and now we are more excited to Go-Live to see what we have created as an IBSF business scenario.

Muhammed Rashid Wajyuddin
Team Leader

"Unit testing for Cycle 1 and Cycle 2 – key units of testing has taken place to ensure SAP is working as designed"

Team Leader, Muhammad Rashid Wajyuddin with his 2 Core Team members and Wipro Consultant, conducted the unit testing for the Plant Maintenance module and processes. The successful completion of the tests is an indication that the Plant Maintenance module is working as defined within the blueprint and is a testimony of the dedication and knowledge of the Team.

The Integration With SAP System

By Khalil Abd Jabar,
Organizational Development Manager

One of my key requirements is to ensure the integration aspects of the processes and the system.

SAP is a modular system and although SAP itself is already an integrated system, care is required to ensure that the separate modules are designed and configured to ensure the integration. During the Project, within the Core Team, we have had many integration sessions together to discuss the separate aspects and integration points. As an example, a material is used in all modules within the system. If a Bill of Material (BOM) is created in Production, but not in material management, then the BOM cannot be utilized. These are some of the challenges that we face in creating the master data for the Go-Live take-on. As an integrated system, it is also critical that each process is performed according to the procedures and processes. One error will be compounded throughout the integrated process. On the other hand, the integration enables one area to benefit from the transaction created in other areas, e.g. the moment production process is completed, finance can produce the analysis of the production cost for the particular production process.

Integration Benefits

1. Access to Group wide data
2. Provide seamless, real-time, and accurate information across the organization
3. Immediately reflect financial impacts and timely access to common information
4. Data input once, and can be utilized in other processes without further input of the same data
5. Online status of purchasing & inventory activities
6. Tracks and records the detail of the process; for example, the planned and actual costs of production and material flows immediately

Christian C. Salas
I'm a new employee at AIG but my desire to be part of the success of this company has been with me since day one. It is really an honor to be able to work with such wonderful and talented people. I'm looking forward to more years of service and great achievements with AIG.

Mohammad Zaghlol

I have worked as a Computer Technician for 7 years and my interest is in the field of Networks. I graduated from the Institute of Computer in Egypt. I studied and obtained a certificate in Microsoft Certified Systems Engineer (MCSE) from Microsoft. I also studied and obtained a certificate in Cisco's 'Certified Network Associate'.

I like to follow up on what is new in the gaming software sector, especially games with high graphic definition.

By Khalil Abd Jabar,
Organizational Development Manager

Khalil Abd Jabar is the Organizational Development Manager, with over 20 years of working experience in providing consulting services and has held senior management positions in several organizations.

He is a qualified chartered accountant with strong management experience and very good business process and operations knowledge and experience. This is combined with a strong IT technical knowledge and experience especially in SAP, having been involved in many SAP implementation project cycles. He has spent most of his working life in Europe, based in the UK, and working with KPMG. Prior to joining AIG, he was a director in KPMG Saudi Arabia and Chief Business Advisor for the Chairman of a group of companies, based in Jeddah.

Jaer N. Asilum

Jaer holds a Masters Degree in Business Administration from Philippine Christian University (PCU), Manila, Philippines. His experience both in Philippines and Saudi Arabia made him flexible in dealing with employers and clients with strategic approach.

Our Business Around the World

• KSA • Morocco • GCC • Syria • Iraq • Turkey
• Egypt • Jordan • Sudan • Uzbekistan

أســـترا الصنـــاعيـة
Astra Industrial