



SUCCESS STORY

DINKELACKER- SCHWABEN BRÄU

“With SNP’s BLUEFIELD approach and CrystalBridge, all requirements for the S/4 migration were met – quickly, flexibly, reliably and with high quality!”

Tanja Drews, Head of IT and Organization, Dinkelacker-Schwaben Bräu

Dinkelacker-Schwaben Bräu Achieves Move to SAP S/4HANA in One Step

About Dinkelacker-Schwaben Bräu

The brewery Dinkelacker-Schwaben Bräu in the heart of Stuttgart is one of the largest family-owned breweries in Baden-Württemberg. With a great deal of passion, approximately 225 employees create something special for the region's beer connoisseurs every day. The strongest brands include Dinkelacker, Schwaben Bräu, Sanwald and Wulle. The company generates revenues of more than EUR 66 million (end of 2019). Due to constant investments in technology, today the family brewery owns one of the most modern, advanced and environmentally friendly brewing plants. In 2017, for example, the bottling line for flip-top bottles was modernized, furnishing the brewery with state-of-the-art technology and increasing its production capacity to up to 30,000 bottles per hour. The new automated warehouse also started operations in late summer 2018. Today, it allows the company to distribute beers directly from the brewing site to customers in the food and retail industry without any intermediate steps for logistics.

The Challenge

Dinkelacker-Schwaben Bräu decided to migrate its existing SAP ECC 6.04 system directly to the next-generation SAP system S/4HANA. In this way, the company wanted to avoid preparatory projects. The direct move was validated in an S/4 assessment. The migration had to include the EHP update, New General Ledger and business partners in a single step. In this context, business operations as well as the maintenance of the system had to be ensured. The existing structures, processes and data needed to be transferred in a 1:1 conversion and if possible without adaptations, while objects that were no longer used had to remain in the legacy system.

The Solution

SNP's BLUEFIELD™ approach enabled a direct move to S/4HANA in a single step – without upstream, time-consuming and costly preliminary projects for the EHP upgrade and Unicode conversion as well as the introduction of business partners and the New General Ledger. The software CrystalBridge® – The Data Transformation Platform – was used to plan and visualize the project, while the CrystalBridge modules Transformation and Shell facilitated the migration, significantly reducing project efforts thanks to predefined content and standardized procedures. The project was launched in February 2020, and the go-live took place on schedule in February 2021.

The Benefits

- Short project duration
- Several subprojects combined in a one-step approach
- No interruption to ongoing business operations
- Completely remote project

Key Facts

Project type:	BLUEFIELD™ migration to S/4HANA
Industry:	Food industry
Scope:	One-step migration to S/4 using Shell, HANA DB, Unicode, golden copy, New GL and business partners
Dauer:	12 months