

the 
value
chain

Accelerate. Adapt. Act.

SAP Cloud ERP

Is SAP only for large companies? Not at all.

Discover in this e-book how small and medium-sized enterprises succeed with SAP.

Setting the scene

SAP has long had the reputation of being exclusively for large enterprises, but the reality is quite different. In Belgium, more than 60% of the SAP customers are mid-sized companies. SAP Cloud ERP is a game-changer that brings the power of SAP's renowned ERP solutions to businesses of all sizes. In this e-book, we share inspiring success stories of valued customers who have embraced SAP Cloud ERP with the support of TheValueChain.

Despite their diverse industries and unique challenges, these companies found the solution to be the perfect fit for their needs. They all sought to replace outdated, inefficient, and heavily customised on-premise ERP systems that were costly and complex to maintain. Today, they benefit from streamlined operations, increased efficiency, lower TCO, real-time analytics, and a flexible, scalable cloud platform for future growth.

They may have been surprised with the positive end results. We weren't. As a trusted SAP partner, TheValueChain has always chosen the path of cloud innovation. We like to stay ahead of the game. And we hope you do, too.

Happy reading!



Peter Krul
Partner Business
Development
and Marketing



*With 50 years of expertise,
SAP Cloud ERP is the
go-to solution for SMEs
looking to automate
their business processes.*

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Did you know?

The typical implementation time of SAP ERP is **only six months**.

SAP was founded in 1972 and **incorporates more than half a century of best practices**.

Thanks to SAP's BTP platform **you can use the most modern, innovative technologies**.

TheValueChain is a proud award winner of the 'SAP BELUX Cloud Partner of the Year' title.

TheValueChain was the first partner to implement SAP ERP Cloud in Belgium.

Most of the SAP customers are scale-ups and SMEs.

Global reach, local roots.



We're never far away. In Belgium, you'll find us in Bruges, Ghent, Kontich, Wavre, and Genk. And outside of Belgium? We're just as connected—your link to both local and global success.

At TheValueChain, we keep it simple: local presence, global expertise.

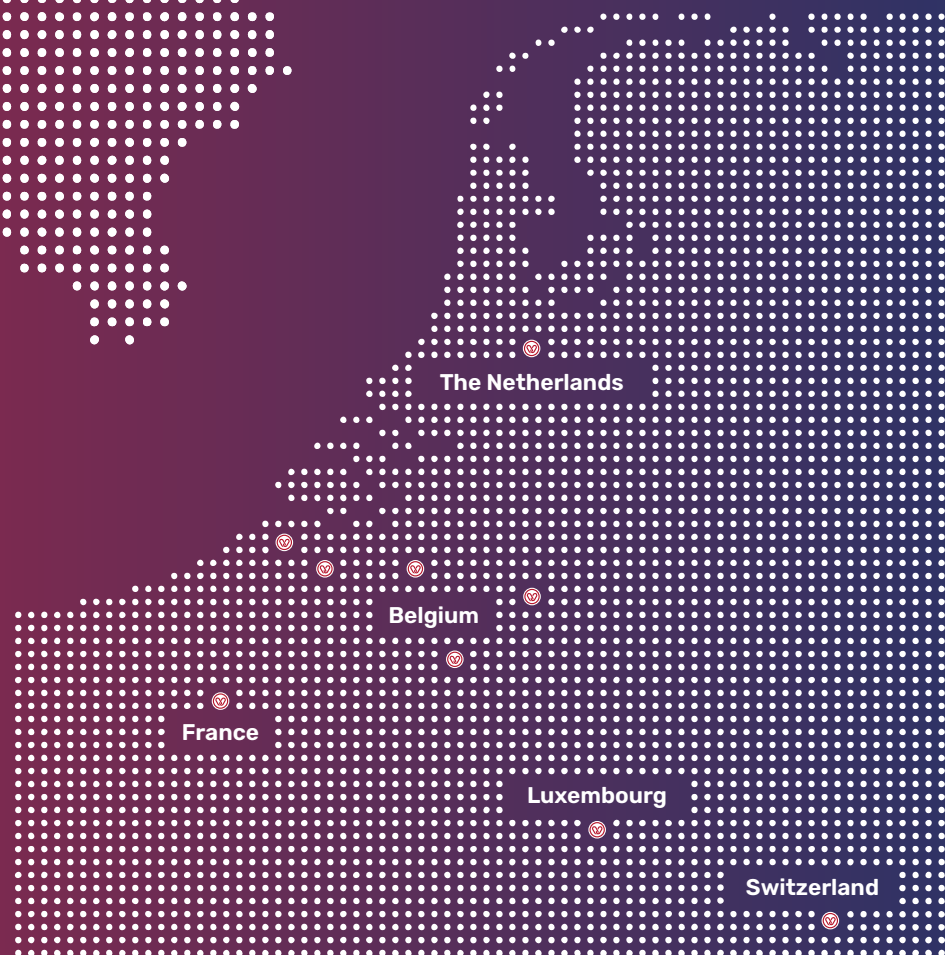
Wherever you need us, we're there.



Did you know TheValueChain has five offices in Belgium?



And we're also here for you internationally, with locations in the Netherlands, France, Luxembourg and Switzerland.





The pre-configured and well-documented processes in SAP Cloud ERP guarantee fast time-to-value and reduced TCO.

Learn how TheValueChain and SAP Cloud ERP supported Allinox's transformation journey

[Click to play the video →](#)

allinox
We serve. You cook.

Customer story

Allinox gets cooking with SAP Cloud ERP

Allinox, renowned designer, engineer, manufacturer and distributor of quality cookware worldwide, wanted to shift from an operations-driven company to a customer-centric organisation. Looking for real-time insights, detailed customer data, and more efficient digital processes, they adopted TheValueChain's fit-to-standard approach, which shifted their focus away from Microsoft Dynamics.

Inside-out becomes outside-in

Allinox designs, produces, and distributes quality cookware to clients all over the world. As a one-stop shop, the company offers both standardised and custom solutions, serving the needs of casual cooks and seasoned chefs alike. Its portfolio includes private labels, licensed products, and OEM cookware.

The core of Allinox's digitisation strategy was **transforming from an operations-driven, inside-out company to a customer-centric sales and marketing organisation**. The main goals were to standardise business processes, enhance operational efficiency through automation, and prepare for e-commerce operations.

That also meant leaving behind an extremely customised Microsoft Dynamics environment and an IT infrastructure that was basically running on Excel files.

“The Connect Project at Allinox supported our core strategy: to transform from an operations-driven organisation into a Customer-centric Sales & Marketing company”

Bram Lernout - CEO Allinox

Data-driven insights

But how to get there? By **getting to know the customer**, of course. Collecting real-time, centralised data and gaining the necessary insights would help Allinox align their products with the market and the customer, instead of the other way around. In part thanks to the **improved master data**, SAP Cloud ERP provides Allinox with real-time MRP, stock and pricing information, EDI integration for B2B customers, improved warehouse management, digitised logistics, and direct delivery to consumers through online marketplaces like Amazon and bol.com.

One of the main reasons Allinox chose SAP Cloud ERP was **ease of maintenance**. With a cloud-based solution, the company can now enjoy hassle-free updates and upgrades without the burden of managing a fragmented infrastructure reliant on Excel files. **Getting key users on board** is crucial to ensure a successful implementation. Allinox' key users were hesitant to move on from the old system, which allowed for plenty of shortcuts. Luckily, with SAP's easy-to-implement approach, based on a standardised methodology and a comprehensive process library, the transition was relatively seamless.

Moving to the cloud has positioned Allinox to become a futureproof organisation that stays up-to-date with market trends and deeply understands its customers through the use of master data. With a flexible and scalable system in place, Allinox is well-equipped to stay ahead of the competition and cook up success at every turn.

Customer story

Innotec merges ERP with CRM thanks to SAP



PCS Innotec, a leading wholesaler of repair and cleaning products for the automotive, industrial and construction market, has built an extensive international network of dealers and distributors. To harmonise its sales process across borders, the company was looking to merge its ERP with an intuitive CRM system. With the help of SAP Cloud ERP and SAP Sales Cloud, TheValueChain came up with a fit-to-standard solution for Innotec.

Fit-to-standard approach

Innotec's business model is based on selling chemical products, glues and oils via distributors in over 120 countries. Although the sales and logistics process is straightforward in itself, the use of many different applications makes for **an overall inefficient modus operandi.**

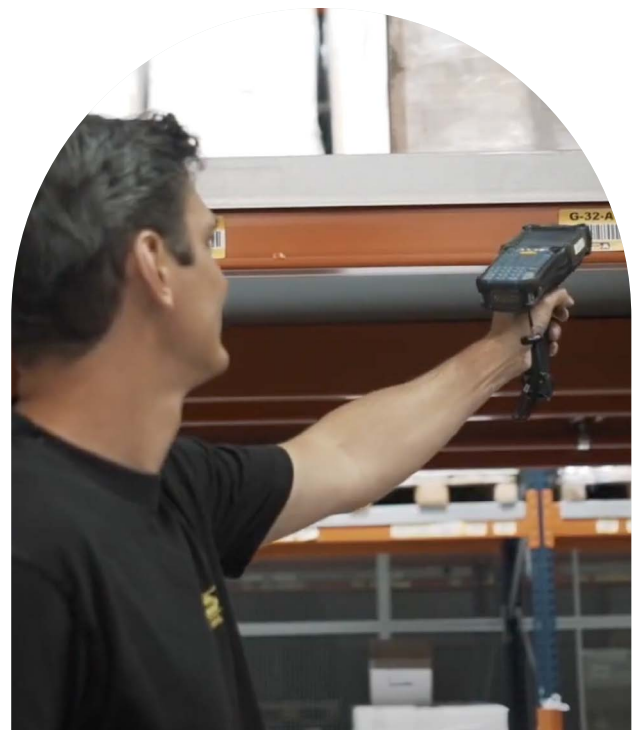
To further enhance its global reach, personalise customer service and streamline operations, Innotec wanted to move to **a single platform for their CRM and ERP.** They chose SAP since they were looking for a **fit-to-standard approach with many best practices.**

By teaming up with TheValueChain, they knew they could count on a partner with extensive experience in SAP Cloud ERP, and in the wholesale industry.

“Thanks to the ‘cloud mindset’, we avoid custom developments in the core product. This results in lower costs and complexity when maintaining and upgrading the solution.”

Dimitry Jansen

CEO Innotec



Offering a 360° overview

Implementing SAP's Sales Cloud integrated with S/4HANA was the most logical solution. Innotec's sales representatives needed a **360° overview of their customers**. Purchase order history, quantities, prices, available stock, forecasting, financials – the entire purchasing process had to be viable, on site and in CRM for a better user experience (sales reps) and customer experience (sales customers).

Sales orders captured in CRM are now immediately processed through Innotec's ERP system. This **cloud approach** includes accurate forecasting and MRP, which allows the company to ensure sufficient stock and timely deliveries to distributors. A big step in optimising the full supply chain process in the future.

“An important part of the driver was to improve the customer experience. By being able to make sales calls based on the most accurate and recent information, we can now provide that experience.”

Alex Mesmaekers

Sales Lead at TheValueChain

Growth in step with SAP

The pilot project in Dessel was completed in **under six months**, a time-frame achieved thanks to the full fit-to-standard approach which resulted in a fit of 98%. In less than a year, France, the UK and the Netherlands adopted the same solution.

Since everything moved from on-premise to the cloud, Innotec's sales optimisation is now **completely future-proof**. New products, suppliers and distributors are seamlessly incorporated into the system. The entire solution is made fit-to-standard, with all processes set up by default. This ensures Innotec can grow alongside SAP, enabling them to fully leverage the system's capabilities.



SAP Cloud ERP is scalable and supports the growth ambitions of companies looking to expand into new geographies or to explore new business models.

Customer story

Ceramaret drives innovation with SAP Cloud ERP



Ceramaret is a Swiss manufacturer of high-precision components made from advanced ceramics and ultra-hard materials like sapphire and ruby. Its parts are used in industries such as watchmaking, medical, dental, and analytical equipment. With decades of expertise, Ceramaret is known worldwide for its exceptional quality and precision.

Challenge

Ceramaret had relied on the same ERP system for 25 years, heavily customised to fit specific processes. However, as the business grew, this system became a constraint, limiting scalability and efficiency. To stay competitive, the company needed a modern ERP solution that would standardise operations, improve decision-making, and simplify IT infrastructure. Additionally, a flexible and scalable system was essential to adopt emerging technologies like AI and automation. Moving to a cloud-based ERP would provide a strong foundation for future innovation and growth.



The solution

Ceramaret selected SAP Cloud ERP as the backbone for its digital transformation. The new system replaces fragmented processes with a streamlined, integrated platform covering key business functions, from manufacturing and logistics to finance and HR. By adopting best-practice processes and reducing custom developments,

the company ensures greater efficiency and seamless future upgrades. To modernise data exchange with suppliers and customers, Ceramaret also introduced a data analytics strategy using Microsoft Fabric and Power BI. This enhances data quality, traceability, and regulatory compliance while improving real-time insights.

Why TheValueChain?

After evaluating multiple partners, Ceramaret chose TheValueChain for its deep SAP expertise and strong understanding of the company's business needs. Their hands-on approach, including site visits before the selection process, demonstrated a commitment to delivering real value.

Results so far

While the implementation is ongoing and set for completion (late 2025), early results are promising. A successful proof of concept has validated the approach, and the transition to SAP Cloud ERP is already driving benefits:

- **Standardised best practices** – streamlined workflows and greater efficiency
- **Future-ready technology** – a scalable, cloud-based platform for sustainable growth
- **Innovation-driven operations** – access to AI, automation, and advanced analytics
- **Seamless updates** – automatic upgrades without business disruption
- **Enhanced data management** – better traceability, reporting, and decision-making
- **Faster expansion** – a unified system for smoother onboarding of new sites and acquisitions



Looking ahead

With SAP Cloud ERP, Ceramaret is laying the foundation for long-term success. The transition will enable all its affiliates to operate under a single, secure, and standardised system, supporting growth and innovation while maintaining compliance with industry regulations.

Olivier Régis, Head of IT at Ceramaret, sums it up:



"This partnership is a win-win. TheValueChain's expertise and commitment are helping us transform our business while strengthening their position in the Swiss market."

Olivier Régis - Head of IT at Ceramaret

Customer story

Libeert: where chocolate meets efficiency



For over 100 years, Libeert has focused on one thing: bringing joy to people through chocolate. To keep delivering on that mission, their internal processes are crafted with the same care as their artisanal creations – smooth, reliable, and ready for the future.

With SAP Cloud ERP (Public Edition), we're streamlining financial processes, reducing manual tasks and errors, and freeing the team to focus on work that truly adds value. This lays the foundation for reliable data and informed decision-making – essential for an organisation that grows in step with its ambitions. In this way, Libeert can focus entirely on what really matters, supported by processes that adapt seamlessly and create space for growth and innovation.

[Watch the video here →](#)



Johan Mine (SAP) and its partner ecosystem focus on delivering tailored industry solutions for small and medium-sized companies.

[Click to play the video →](#)

'I thought SAP was only for large enterprises.'

We get this a lot. And we get why. SAP has a long-standing history of serving large organisations. It's what made the company into the industry leader it is today. But is it true? **Definitely not.** SAP offers solutions and services that cater to businesses of all sizes, including small and medium-sized enterprises (SMEs).

Every business runs core processes like accounting, sales, purchasing, inventory management, logistics, you name it. All of these can be effectively managed using SAP solutions. Especially since SAP now offers platforms which are specifically designed for SMEs.

Like SAP Cloud ERP.

A fit-to-standard solution that accommodates to the needs and budgets of every kind of business. Flexible. Scalable. Cost-effective. Cloud based. An implementation in the ERP Cloud is basically the last implementation your company will ever do. Moreover, SAP has developed industry-specific solutions that cater to the unique requirements of various sectors, including discrete and process manufacturing, wholesale & distribution, consumer products, and more.

What about scale-ups?

Scale-up companies can benefit greatly from SAP's services and solutions as they experience rapidly expanding operations, enabling them to effectively navigate their growth trajectory.



SAP's Digital Discovery Assessment (DDA) is the perfect tool for evaluating whether SAP Cloud ERP is a good fit for your organisation's business priorities. Ask TheValueChain to perform the assessment with you.

What else?

Scalability	SAP solutions are designed to seamlessly handle the complexities that come with growth, accommodating increases in customers, operations, and data volume.
Integrated business processes	SAP's comprehensive suite of software solutions allows for more efficient collaboration between departments and functions, facilitating better decision-making, increasing productivity, and optimising operations.
Industry-specific solutions	SAP solutions cater to various sectors, leveraging preconfigured functionalities and expertise to tackle challenges specific to your sector.
Cloud solutions	Cloud-based solutions allow businesses, regardless of their size, to leverage SAP's software and infrastructure without the need for significant upfront investments in hardware or IT resources.
Analytics & insights	SAP offers robust analytics and reporting capabilities that can help you gain insights from your data, monitor key performance indicators, and identify trends and opportunities for optimisation and expansion.

What does **'fit-to-standard'** actually mean?

More than just a trendy buzzword, fit-to-standard is quickly becoming a favoured approach to ERP. But what does it entail? Fit-to-standard refers to the **practice of aligning your business processes with the standard functionalities and best practices provided by SAP's software solutions**, rather than heavily customising software to match existing processes.

Okay, let's break that down, shall we?

When implementing SAP software, you basically have the choice between:

- **Customising** the software to fit your specific requirements
- **Adapting** your processes to align with the standard functionalities offered by SAP

A fit-to-standard approach encourages you to align your processes with the standard features of S/4HANA wherever possible, and there are plenty of reasons why. With fit-to-standard, you simplify **future upgrades** and benefit from the latest innovations delivered with each SAP release. With regular updates and enhancements you can access the latest capabilities without significant disruptions to your operations.

Your implementation becomes more efficient at a lower cost. A standard SAP ERP Cloud implementation can be done in less than six months. By adapting to SAP's **best practices** you leverage industry-leading practices and benefit from future innovations introduced by SAP.

But does 'fit-to-standard' stop me from customising?

Customisations may still be necessary to address unique business requirements. This is where SAP's **Business Technology Platform (BTP)** comes in. SAP provides flexibility to accommodate your specific requirements with side-by-side extensibility. Basically, it means you can still build and seamlessly integrate additional functionalities outside the core SAP environment in order to extend your capabilities. In a SaaS-context the idea is to **keep the core clean**. If you have specific requirements in your finance, sales or logistics department, you might want to opt for a third-party application or even a custom-built one. BTP, a comprehensive suite of integrated technologies, makes that possible.

The result A **hybrid landscape** where the core SAP system coexists with external applications, enabling businesses to introduce changes and enhancements to their systems without directly modifying the core SAP software. This, together with the flexibility to rapidly innovate and adapt to changing business requirements, makes SAP and the fit-to-standard approach a winning combination.

"The fit-to-standard approach allows us to implement SAP ERP Cloud considerably faster than ever before."

[Click to play the video →](#)



SAP Cloud ERP offers 800 pre-configured and fully documented scope items. This is a game-changing offer that no other vendor provides, allowing true fit-to-standard implementations.

Why choose **SAP**?

As a leading multinational software corporation, SAP's DNA is deeply rooted in ERP. The company stands as a pioneer in the field, with **50 years of experience and best practices** consolidated in a single offering: SAP S/4HANA.

But what makes SAP the best option?

- 01** SAP aligns with established industry standards and processes. In other words: whatever your business may be, you can leverage SAP's technology to ensure seamless integration and optimisation of your operations. Even better: you can adapt to the industry requirements without disrupting your existing workflows. It's called **fit-to-standard** and it's why we love SAP. Whether you're an industry giant or an up-and-coming SME, SAP tailors to your needs. Even more so with SAP Cloud ERP which excels in scalability and flexibility, allowing **businesses of all sizes** to leverage SAP's technology to the fullest.
- 02** SAP's **implementation process** is straightforward, quick, and efficient. Why? Thanks to its standardised methodology and comprehensive process library, which is fully documented and readily available. This includes videos, tutorials, and business flows to familiarise users with the platform and to ensure a smooth transition.
- 03** SAP offers a modular approach, allowing businesses to start small and easily add additional modules as their needs grow. This not only enables seamless scalability, but also lowers the total cost of ownership (TCO) since there is no need for core development, no need for a dedicated IT-team, and no need for complex and costly upgrades. Less risk, more reward.
- 04** SAP's **Business Technology Platform**, an innovative framework integrated into SAP, incorporates the latest technologies like chatbots, AI, document recognition, and other out-of-the-box capabilities within the ERP system. This means your business grows in sync with the technologies of today and tomorrow.

SAP empowers businesses of all sizes to optimise their operations, drive growth, and stay ahead in the ever-evolving digital landscape. So what are you waiting for?

Why choose TheValueChain?

Simple. We are frontrunners in the cloud. We were the first Belgian SAP organisation to implement a SAP Cloud ERP solution. We have won multiple SAP Cloud awards in recent years. We have the experience. We have the references. We have the people. We have been there, done that.

TheValueChain embraces the cloud as a **Software-as-a-Service** mindset. Through this we can ensure fast value creation, a streamlined implementation, and a client at the forefront of digital transformation.

Our experienced consultants excel in **change management**, guiding clients through the transition process from on-premise to cloud. They challenge you to comply with best practices and ensure that users are fully equipped to get the most out of the cloud's capabilities. Our track record speaks for itself. We deliver projects **on time, within budget**. Client satisfaction is our top priority.

Since we are the cloud's most early adapters, we have the know-how to **develop accelerators** that will propel your SAP. We build custom applications tailored to your project and tailored to industry-specific needs. Integration basics. Package solutions for forms creation, label printing, automation of supplier invoices, sales orders and purchase order confirmations.

[To our accelerator Store →](#)

Choosing TheValueChain for your SAP ERP Public Cloud implementation is choosing for pioneering expertise, rapid value creation, and a trusted partner that will seamlessly guide your business to the cloud.



10 key takeaways

01

Lower total cost of ownership (TCO)

Cloud-based SAP eliminates the need for infrastructure investments, dedicated IT-teams, and maintenance costs while offering unparalleled flexibility and scalability

02

Faster implementations

SAP Cloud ERP solutions are typically implemented in under six months, reducing your time to market (TTM) and enabling the accelerated transformation of your business

03

Faster time to value (TTV)

Speed up your ROI and realise value quickly thanks to SAP's cloud-based infrastructure, streamlined implementation process, and pre-configured functionalities

04

Flexibility and scalability

Easily adjust and scale your operations in a cost-effective manner as your business requirements evolve while your company grows

05

Tailor-made for SMEs

Benefit from advanced technologies, streamlined operations, and first-class support through easy-to-deploy cloud solutions without having to invest heavily in IT resources

06

Reduce risks

Mitigate risks by adopting SAP's best practices and fit-to-standard approach, minimising customisation and ensuring alignment

07

50 years of best practices

Leverage SAP's wealth of experience and tap into five decades of industry-leading best practices to capitalise on optimal solutions tailored to your business

08

Recognised partner

Choose an SAP partner renowned for their excellence, expertise, and track record of delivering successful SAP implementations

09

ERP Cloud experience

Benefit from TheValueChain's unique experience and leading role in deploying and optimising solutions in SAP Cloud ERP

10

TheValueChain Accelerators

TheValueChain's Accelerators create higher process efficiency, lower TCO, improved UX and reduce your time to market significantly

The cultural fit between a customer and their implementation partner is critical for the success of a project. Customers expect flexibility, rapid time-to-value, and the lowest possible TCO.

[Click to play the video →](#)



Proud of our SAP
ERP Cloud customers



Let's talk SAP Cloud ERP.

Curious about SAP Cloud ERP and how it could benefit your business? Let's chat. Our team will work with you to find the best way to make a real impact.

Belgium

Peter Krul

peter.krul@thevaluechain.eu

+32 (0)478 43 07 37



The Netherlands

Jos Snapper

jos.snapper@thevaluechain.eu

+31 (0)6 53 37 28 55



Luxembourg

Marc Beckers

marc.beckers@thevaluechain.eu

+352 671 09 71 76



Switzerland

Romein van Straaten

romein.vanstraaten@thevaluechain.ch

+41 (0)79 413 84 35



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value
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