How Can Solutions Expertise in Manufacturing Help Serve the Global Industrial Chemicals Market?

Deploying one supply chain tool to support more than 20 production lines and hundreds of products

Wanhua Chemical Group Co. Ltd. is an industrial chemical specialist company based in China. Its new materials business unit is dedicated to becoming a world-leading supplier of comprehensive thermoplastic polyurethane products and related new materials. But with an existing internal production environment limiting expansion, coupled with the inherent difficulty of evaluating operations in a fluctuating market, Wanhua knew it was time to digitalize its processes. With the right advice and strategy, choosing the best platform and tools to optimize supply chain planning and execution would be a significant digital step firmly in the direction of smart manufacturing.
Wanhua digitalized its supply chain planning, harmonizing production scheduling so it can **better meet market demand.**

By engaging the SAP Digital Business Services organization to streamline its implementation of the **SAP® Advanced Planning and Optimization component**, Wanhua benefits from:

- Generation of specific characteristic reports to reflect overall supply chain performance, consolidating information from several business units including sales, marketing, planning, and equipment
- Enhancement of sales and production alignment, enabling faster responses to market fluctuation while maintaining production stability
- Multiple versions of scheduling developed by the system to complement different business management strategies
- Greater control over the production pace
- Production-line cutover warning functionality and a cleanup method to increase efficiencies during product switch over, improving plant boiler productivity
- Reduction of inaction stock for semiproducts and related stock costs
- Significantly improved overall master data quality

“**SAP Digital Business Services provided the knowledge and expertise we needed to successfully implement SAP Advanced Planning and Optimization, enabling a more agile supply chain and taking us one step further on our digital transformation journey.**”

Mingzhong Liu, CIO, Wanhua Chemical Group Co. Ltd.

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**Wanhua Chemical Group Co. Ltd.**
Yantai, China
[www.whchem.com](http://www.whchem.com)

**Industry**
Chemicals

**Employees**
11,000

**Revenue**
US$8.81 billion

**Featured Solutions and Services**
SAP Digital Business Services and SAP Advanced Planning and Optimization