



SAP Business Transformation Study | Travel and Transportation | Sebang

How Do 23 Logistics Companies Act as One to Deliver Cargo – and Satisfaction – to Their Customers?

Whatever they want to ship – raw materials and finished products, from grain and ore to lumber, automobiles, and machinery – customers of the Sebang Co. Ltd. group depend on the company to transport their goods quickly and safely. To move cargo, track shipments in real time, and better serve customers, Sebang and its subsidiary companies needed to connect SAP with third-party logistics and enterprise resource planning solutions and data.

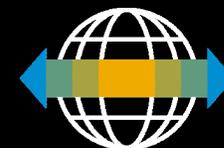
The logistics company adopted SAP S/4HANA® software to facilitate and align operations throughout the organization and reduce IT complexity – while maintaining its competitive edge with high-level customer service. With SAP S/4HANA and SAP® Max Attention™ services, Sebang is improving customer management, innovating new products and services, and increasing enterprise efficiency.



“Innovative technology and expert know-how are central to providing our customers **safe, dependable logistics services**, transporting cargo across land, rivers, harbors, and oceans.”

Sang Woong Lee, CEO, Sebang Co. Ltd.

With SAP S/4HANA®, Sebang is integrating enterprise resource planning and unifying data and processes across its extended organization. The company is enhancing efficiency and competitiveness, improving customer service and management, and driving innovation and growth.



>53

Years of serving customers in Asia and around the world



>2 million

Twenty-foot equivalent units (TEU) of container transport cargo each year



23

Companies integrating ERP processes with one solution



Streamlining Logistics with SAP S/4HANA®



Sebang Co. Ltd.
Seoul, South Korea
www.sebang.com

Industry
Travel and transportation

Products and Services
Container and bulk shipping, logistics, and storage

Employees
800

Revenue
700,608 million won
(US\$624 million)

SAP® Solutions
SAP S/4HANA®
SAP MaxAttention™ services

The logistics and shipping company Sebang is an important commercial engine in South Korea and Asia and a leader in the regional economy. SAP S/4HANA software helps Sebang integrate operations, improve efficiency, and drive growth as it delivers goods – and outstanding service – for customers around the world.

Before: Challenges and Opportunities

- Eliminate disconnects among SAP and third-party applications and data
- Better align operations among Sebang and subsidiaries
- Reduce IT complexity

Why SAP

- Integration of enterprise solutions and data
- End-to-end enterprise resource planning functionality with SAP S/4HANA
- Knowledge transfer from SAP team experts to Sebang employees
- SAP’s global presence and experience

After: Value-Driven Results

- Connect and coordinate internal processes throughout the organization
- Offer a united front to the customer
- Drive operational efficiency and global competitiveness
- Improve customer management and service
- Enable product and service innovation
- Help establish a culture of innovation and sustainable growth

“It’s always been our goal to provide the best possible logistics services for our customers, while continuing to innovate, grow, and lead. And SAP S/4HANA helps us deliver.”

Sang Woong Lee, CEO, Sebang Co. Ltd.

Greater

Competitiveness with profitability analysis

More effective

Organizational operations management

More secure

Logistics and management systems

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