Success Stories

Case: Rhodia Group

How pVelocity Helped Rhodia Increase Return on Capital Employed

Rhodia Group — Specialty Chemicals

Rhodia is a world leader in the development and production of specialty chemicals. The group serves automotive, electronics, flavors and fragrances, health, personal and home care, consumer goods and industrial markets, through six global enterprises.

Business Complexities

With multiple sites producing thousand of products with dozens of chemistries, Rhodia wanted to optimize economies of scale and ensure enterprise-wide plant efficiency. Facing increased competition globally, the company was under pressure to improve profitability and lower costs. Plus, it was becoming clear that the standard costs in the company's SAP system were no longer matching the fluctuating material costs it was actually paying suppliers. Rhodia needed to be able to model the effects of multiple variables on product and customer profitability using actual costs.

Business Challenges

Rhodia needed an analytics application that would layer with its existing SAP/Business Objects implementation, and make it easy for business managers to leverage data in the system for automatic mass reporting, as well as standard process and core queries. The profit visibility and simulation software package they were looking for would reflect real-time pricing, support a variable costing model and meet the needs of a typical dual-focused industrial organization — with an eye to both market opportunities and plant/asset management constraints.

pVelocity's Profitability & Cost Simulation Software

pVelocity's open architecture fits neatly into Rhodia's existing warehousing environment, and extends current capabilities. Its graphical reporting tools make it easy for the everyday user to navigate the system, and configurable options allow business managers to customize their views of information. pVelocity's advanced simulation capabilities enable Rhodia to react quickly to issues on pricing and cost modeling. In fact, the simulation dashboards are used daily to manage fluctuating raw material costs. Collaborative tools incorporated into the software also facilitate cross-functional collaboration and speed up corrective actions.

> "Rhodia is prioritizing development of capability for simulations and other "what if" tools, as well as improvement in reporting systems and alerting dashboards."
>
> Jacques Benoit Le Bris, Director, Business Intelligence & Process Management, Rhodia Services

To learn more about how others have benefited from immediate, precise insight into projected product and customer profitability:

- Visit www.pVelocity.com
- Read more Case Studies
- Sample a Simulation