



Entry Pitch Deck

Streamlining Operations for Thai Union Group with Migration from BizTalk to SAP Integration Suite

PUBLIC



Incture[®]

The SAP logo, featuring the letters 'SAP' in white on a blue background with a white diagonal line.

Company Information

COMPANY NAME:

Thai Union Group (TUG)

HEADQUARTERS:

Thailand

INDUSTRY:

Global Sea Food Industry Leader

WEBSITE:

<https://www.thaiunion.com>

NUMBER OF EMPLOYEES:

44,0000

Thai Union Group

TUG is global seafood **industry leader** with ambitious growth goals and a dedication to **sustainability** and **innovation**. Thai Union Group's portfolio of brands includes convenient consumer favorites that have brought nutritious and tasty seafood to tables around the world for over a century.

TUG Migration Project – Migration of interfaces from BizTalk to SAP Integration Suite



Thai Union Group(TUG)

CHALLENGE:

Thai Union Group is a Global Seafood Industry Leader having numerous partners and vendors across the world for global seafood supply chain. Thai Union Group had to bring all their Partners and Vendors onto SAP BTP to handle the EDI Transactions for their Supply Chain Management process as their existing partner onboarding process was time consuming.

This whole migration to SAP Ecosystem had to be done without any disturbance in experience to the end user.

SOLUTION:

- The Solution to move to SAP ecosystem from legacy middleware involved handling EDI transactions for Thai Union Group's Supply Chain Management through SAP Integration Suite. Solution leverages capabilities of SAP Integration Suite like - Cloud Integration(CPI), Integration Advisory(IA), Trading Partner Management(TPM) & API Management including BTP services such as Document Management Service, Transport Management Service
- Thai Union Group is also leveraging SAP Integration Solution Advisor Methodology for their overall Integration strategy.

OUTCOME:

- Incture has successfully leveraged the SAP Integration Suite to seamlessly connect and orchestrate TUG's business processes for supply chain.
- After moving to SAP Integrations Suite on boarding of Trading Partners for Thai Union Group has reduced from 3 weeks to 3-5 days also enhanced agility, reduced time-to-market, and improved overall operational efficiency.
- Standardised Alerting framework for failure, Retry Mechanism
- Monitoring of B2B messages in real time.
- Met security compliance goals.

**60%-70% improved
time to onboard
new trading
partner**

**Accelerated
revenue
opportunities by
15%**

**Reduced operation
cost by 15%- 25%**



Thai Union Group streamlined their operations with SAP Integration suite with B2B integrations and improved the Trading Partner onboarding for their customers. The company successfully migrated their interfaces from BizTalk to SAP Integration Suite with a solution focused on sustainability goals.



Hitendra Panchal – Thai Union Group Global Integration Architect & Lead



Participating Partner Information

[Incture](#) has been delivering technology-enabled business innovation to SAP customers since 2006. Its intelligent digital applications and systems are delivering integrated hyper automation for SAP Customers. These digital applications integrate people, processes, data, systems to make work easy, and deliver a shift in business performance and people experiences. With offices in the US, Canada, India, Europe, Middle East, Southeast Asia and Australia, Incture has been instrumental in technology-enabled innovation for its customers across the world.

Incture had a successful partnership with TUG, where it has been able to add value to TUG's Migration to SAP Ecosystem. Migration of Interfaces from BizTalk to SAP Integration Suite in an accelerated way and has helped TUG for a smooth partner onboarding and monitoring.

COMPANY NAME:

Incture Technologies Pvt. Ltd.

www.incture.com



Challenges and Objectives 1 of 2

GLOBAL CHALLENGES

Thai Union Group is a Global Seafood Industry Leader.

They have multiple Partners and Vendors.

Thai Union Group had to bring all their Partners and Vendors onto SAP BTP to handle the EDI Transactions since their existing solution took time to onboard new trading partners impacting overall operation cost.

BUSINESS CHALLENGES

- Time consuming new trading partner onboarding process
- Alerting/Notifications
- Error handling with retry mechanism
- Monitoring of B2B messages
- Version Control
- Security compliance
- Regression impact of any change
- Transport Management
- System performance

Challenges and Objectives 2 of 2

PROJECT OBJECTIVES

- Migration of Interfaces to SAP Integration Suite leveraging SAP TPM, Integration Advisory and API Management capabilities
- Ensure compatibility between between the existing application and new platform
- Accelerated journey to move to SAP Integration Solution
- Work towards the pain points, any bottleneck or areas of improvement in the existing solution
- Comprehensive testing
- Zero Impact to business users and third parties

WHY SAP

- With SAP Integration Suite, TUG could achieve efficient message exchange across their ecosystem for more streamlined information exchanges and faster partner onboarding
- SAP provided good altering framework for failure scenarios and using JMS queues, retry mechanism was supported during error scenarios.
- With Trading Partner Management and Integration Advisor capability they could have faster partner onboarding for accelerated revenue opportunities.
- SAP Integration Suite offers 2000+ prebuilt integrations, 2500 APIs, and 150 business events on the SAP API Business Hub. For B2B TPM and IA provides standard integration flows which acts as accelerator.

Project or Use Case

- Partner Onboarding process
- Migrate interfaces from BizTalk to SAP Integration Suite
- Creation of configurations & maps, policies and other requirements
- Creating and configuring infrastructure to meet integration, security and management requirements
- Testing and monitoring of communications and transformation of maps with the partners identified to use test environment
- Movement to production, monitoring, reporting & analysis is active

↩ PROCESS BEFORE

Using Legacy Integration product - EDI Inbound Transaction took around 8+ Person Days

EDI Outbound transaction took around - 10+ Person Days

↪ PROCESS AFTER

- **Using SAP Integration suite - EDI Inbound Transaction reduced the effort to 2-4 Person Days**
- **And EDI Outbound Transaction effort reduced to 2-5 Person Days**
- **Modernize and design best practices**
- **Reduce Duplication**
- **Enhance Maintainability**
- **Scalable and Future Ready Design**

Benefits and Outcomes 1 of 2

BUSINESS OR SOCIAL

- **Time to onboard trading partner** for Thai Union Group reduced from **3 weeks to 3-5 days**.
- **Good alerting framework** and retry mechanism during failures.
- End to End Monitoring of the B2B messages
- Thai Union Group with this solution also contributed to **sustainability** goals by promoting efficiency, reducing resource consumption(**paper reduction, transportation and logistics optimization**), minimizing waste, and facilitating collaborative efforts among businesses to improve environmental practices throughout the supply chain.
- Thai Union Group has been on forefront of **innovation** and has leveraged the **artificial intelligence (AI) engine** in SAP **Integration Advisor creates mapping proposals, which are suggestions for message mapping rules, also leveraging the latest Trading Partner Management capability** of SAP Integration Suite for the overall solution.

IT*

- Retriggerring of the Failed messages
- Automated transport of integration artifacts from one tenant to other
- Archiving of the messages more than a year
- End to End Monitoring of the B2B messages
- Custom search implementation using ICN/IDOC Number

Benefits and Outcomes 2 of 2

PEOPLE RELATED – PERSONAL PERSPECTIVE

Incture has delivered the below as a part of the engagement with Thai Union Group:

- Migration of Interfaces from BizTalk to SAP Integration Suite leveraging SAP Cloud Integration, API Management Capabilities, Trading Partner Management and Integration Advisor capability.
- Support with Integration Accelerators
- Modernize the integration

The easy-to-use user interface helps cope with the complexity of B2B communication between trading partners.

Partner Onboarding Statistics

50%-70% improved time to onboard trading partner

Transaction	Using Legacy Integration product	Using SAP Integration Suite
EDI Inbound transaction (Eg: 850)	Around 8+ PD	Around 2-4 PD
EDI Outbound transaction (Eg: 856)	Around 10+ PD	Around 2-5 PD

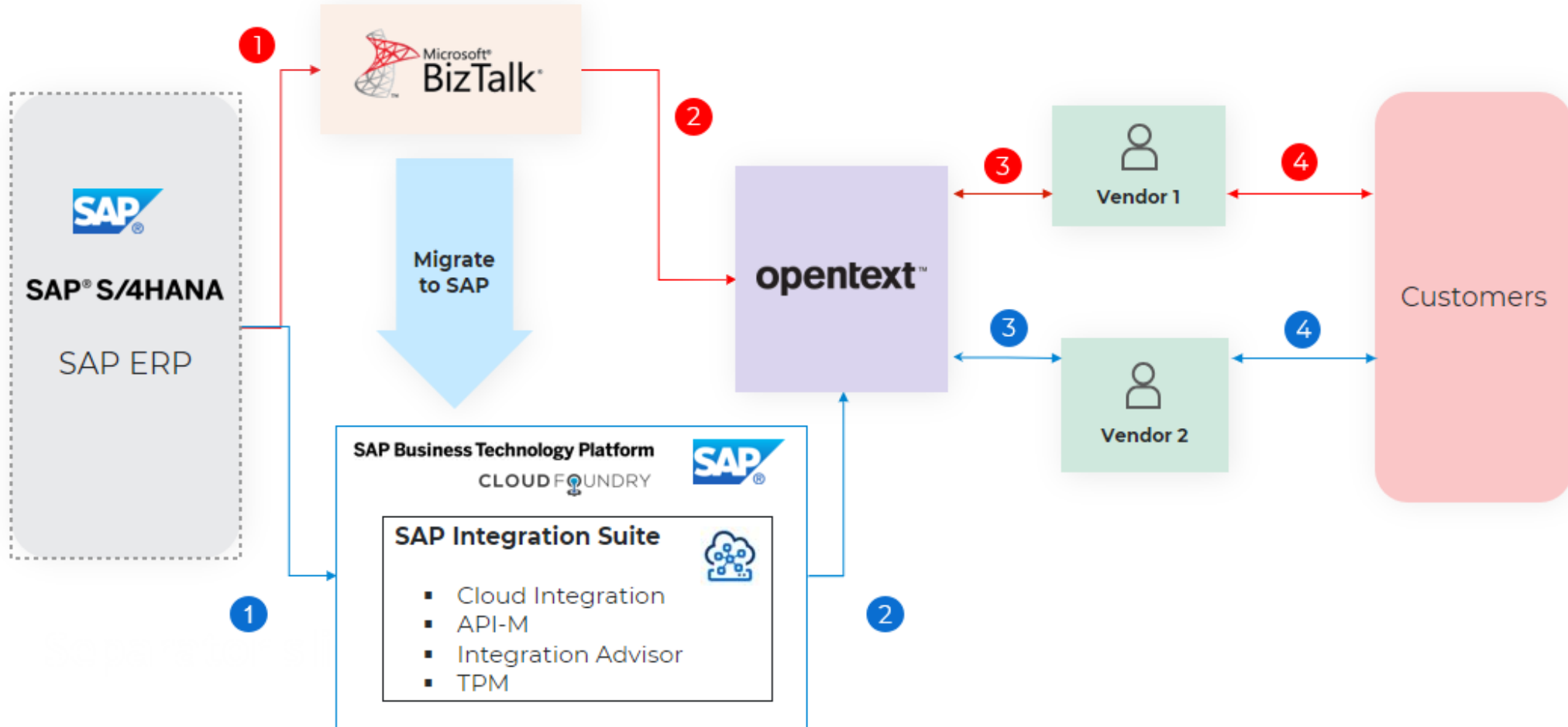
82 Transactions implemented in 7 months

EDI Transactions	Customers	Vendors
850	16	
860	8	
875	8	
855	6	
810	16	
880	4	
856_Out	5	
940	-	7
945		9
856_In	3	
Total	66	16



Architecture

Thai Union – Technology Landscape



Deployment Details

SAP® TECHNOLOGIES USED

SAP PRODUCT	DEPLOYMENT STATUS LIVE/POC	SAP AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1 SAP Integration Suite - Cloud Integration/Integration Advisor/Trading Partner Management/APIM	30 May 2023 - Live	Integration Advisor	EDI Interfaces migrated from BizTalk to SAP Integration Suite
	30 May 2023 - Live	Integration Advisor	
	5 June 2023 - Live	Integration Advisor	
	13 June 2023 - Live	Integration Advisor	
	20 June 2023 - Live	Integration Advisor	

DEPLOYMENT STATUS:

Live and more planned Go-Lives

DATE:

30 May 2023 - Live

NUMBER OF END USERS:

66 Customers and 16 Vendors

TRANSACTION VOLUME:

11000 messages/month