



Success Story GMG

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Extensive and Rapid Transformation Project Helps GMG Reach Business Growth Milestone

“A major carve-out transformation project was carried out in partnership with SNP on the occasion of the acquisition of the RSH Asia business, which was a key milestone for GMG’s business growth. Using SNP’s CrystalBridge software, a rapid and accurate migration was achieved that enabled business gain opportunities at a better speed.”

Sunil Nair, Chief Information Officer, GMG

GMG

At a Glance

About GMG

GMG is a global well-being company retailing, distributing and manufacturing a portfolio of leading international and home-grown brands across the sport, food and health sectors.

The company already has a diverse portfolio of brands across these sectors and has introduced more than 120 brands into its markets over the last four decades.

GMG currently employs around 7,000 people in 12 countries across the Middle East, North Africa and Asia.



Industry
Retail



Headquarters
Dubai, AE



Employees
+7000



Divisions
Sports, food, health,
consumer goods,
ventures

The Challenge

GMG, which owns and operates the “Sun & Sand Sports” store network, acquired Singapore’s Royal Sporting House (RSH) brand from the AI Futtain Group (AFG) at the end of 2020. With this acquisition, GMG looked to extend its reach into key Asian markets. However, it needed to separate RSH’s business data from the AFG global SAP ERP system prior to the end of a transitional services agreement (TSA). To achieve this, the company would need a new SAP system, dedicated to RSH data, on AFG’s servers. RSH company codes and their respective data would then have to be migrated selectively to this system. Once reviewed by AFG, this new system would need to be copied in full and restored onto GMG’s servers as the new production system.

The Solution

Using CrystalBridge®, SNP were able to carry out an immediate analysis and visualization of AFG’s ERP system. This enabled the project team to quickly identify the scope of data which would need to be carved out. Thanks to the automated approach, with its intelligent, fact-based input into the design process, the early phases of the carve-out were accelerated. It also enabled the effort required by key personnel in the business to be kept to a minimum.

Using the results of the analysis, the SNP team were able to build the logic to extract the relevant application data from the legacy SAP system. Working in parallel, an empty shell copy with full configuration of the SAP system was created using SNP’s CrystalBridge® Shell Software. This was designed to act as the target for the migration, and the speed at which the software was set up allowed SNP to move quickly from project initiation to a first test cycle. During this test cycle, the full RSH data set was migrated into the target environment.

The software-led migration method, with robust project governance and structured validation and reconciliation of the data migration, enabled GMG to progress rapidly through the test cycles. Within the five-month timeline, SNP were able to successfully carve out the data from the group system and deliver a signed-off and fully operational SAP system for RSH with all application and historical data migrated.

The Benefits

- Flexible approach to accommodate infrastructure requirements
- No interruption to ongoing business operations
- Rapid, scalable software-led approach
- The entire project was performed remotely
- The project was completed on time and on budget

Data and Facts

Project Type

Carve-out scenario

Highlights

With project teams spread out across UAE, Singapore and Malaysia, the team needed to overcome time zone difficulties.
One notable achievement for the team was the ability to complete the cutover migration in under two days, carving out 1.8 TB of data from a 11 TB system.

Scope

GMG’s Sun and Sand Sports acquired Royal Sporting House (RSH) from the Al Futtaim Group (AFG). Both organizations currently run SAP, however GMG does not have an SAP system in Southeast Asia and required a new system for the carved-out company. The sports company currently sits within the same SAP ECC 6 system across two company codes.
SNP proposed a selective carve-out approach. For the project to be successful, SNP needed to deploy its suite of automated transformation software to enable a rapid migration in order to deliver a timely system implementation for GMG.



Industry
Retail



Countries
United Arab Emirates, Singapore and Malaysia



Modules in scope
FI, CO, IM, MM, SD, HR, Payroll



Project duration
5 months



Scope
2 company codes and associated plants

SNP Product

CrystalBridge® – The Data Transformation Platform – is the industry standard software to automatically analyze and execute SAP system transformations. It provides delivery confidence and high-quality transformed systems, while greatly reducing the time to completion.
CrystalBridge® was used to execute the extract of the necessary data from the ERP source into a new target system for GMG.