

CNT Success Story

SELECTRA

EWM Implementation

As the largest electrical wholesaler in the South Tyrol region, Selectra has been a trusted partner for 82 years in a wide variety of fields: from cables to lighting – for both industrial and residential applications. Its product range extends from installation equipment and systems to high-quality household appliances.

INITIAL SITUATION

The project was launched in mid-2024. Using a **greenfield approach** based on **SAP standard processes**, the goal was to build and roll out a new **SAP S/4HANA EWM system**.

Selectra operates three warehouses and a retail store. The retail store also serves as part of the picking area, from which items are retrieved to fulfill customer orders.

MAIN GOALS

The goal of the project was to replace the existing AS/400 warehouse management system with **SAP S/4HANA Embedded EWM** and to implement a future-proof, integrated warehouse logistics solution.

A key success factor was ensuring Selectra's outstanding **delivery performance**. The company is known for delivering electronics to its customers within a few hours. This speed and process reliability had to remain fully guaranteed even after the system migration.

The biggest challenge was redefining the processes that had evolved over time and implementing them as effectively as possible within the SAP standard.

> ***"SAP EWM serves as the foundation for the future development and digitization of our warehouse processes, enabling us to provide our customers with the best service over the long term!"***



Alessandro Zabini
CIO

FIGURES ABOUT OUR CLIENT & PROJECT

1944
Founded in Italy

150
Employees

4
Locations in Italy

14
Months project duration

105
Active SAP users

4
Consultants on the project team

Your contact:
Jürgen Früh
Project Management



SOLUTION

The solution largely maps the newly defined **warehouse processes** to the SAP standard, thereby reducing complexity and future maintenance efforts. At the same time, the fast and reliable **logistics processes** – which are essential to Selectra's business model – are fully preserved.

The **retail store process** has been integrated into **S/4HANA** and **EWM**. Customers who purchase and pick up their merchandise directly in-store benefit from fast and efficient order fulfillment.

BENEFIT

With the rollout of SAP S/4HANA and Embedded EWM, a **modern and future-proof solution** was implemented that provides the foundation for **extensive automation** in the area of **warehouse management**.

ECNT