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Straton-IT Consulting AG

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SAP
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2020

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*The annual listing of 10 companies that are at the forefront of providing
SAP solutions and transforming businesses*

Straton-IT Consulting AG

Digitise Your Business with Expert IT Consultants



ULRICH HEEP,
CEO

Ulrich Heep had everything going for him—a fairly successful academic career followed by a stable at an international IT consulting firm. Besides working for numerous small-sized companies, Heep even worked in the European Task Force and leveraged IT solutions to assist eminent leaders like Sony, Panasonic, among others. For many years, from Monday to Friday, at home or while travelling, Heep's life revolved around providing valuable consultancy services to numerous clients, until it all changed in 1998. Soon he heeded the inner voice that told him, "This is not my life." Heep searched for opportunities between the lanes of Frankfurt and central Limburg that could house his expertise. However, much to his dismay, there was nothing available that Heep could have opted for. "When I figured out Limburg doesn't have 'work' for me, I decided to bring 'work' to Limburg," recalls Heep. It was around this time when Heep and two of his former colleagues joined hands, infused their ingrained expertise worth several years as consultants working for many German and international projects to build Straton IT-Consulting AG (Straton).

Dealing with merchandise management solutions for its customers over two decades now, Straton has positioned itself as a leading software consultant for SAP Business software. "Our vision is to advise customers holistically, which means not only offering a solution but also communicating the right way to handle the solution," says Heep, CEO at Straton IT-Consulting AG. At the core, backed by years of expertise and rich industry experience, Straton has emerged as a top SAP partner that brings its wide-ranging specialist knowledge and competence to empower medium-sized and group subsidiaries with successful ERP implementations.

As one of the oldest partners in Germany in the SAP paradigm, Straton is driven by its mission to digitalise business processes. At the outset, Straton was one of the few companies to fuel the transition from paper-based work methods into digital systems. Heep shares

one instance where the company integrated operations of multiple companies working under a mid-sized enterprise by building an active workflow that allowed the exchange of all necessary data among them without the need for any manual intervention. A medium-sized group of companies consists of several companies. Today, this medium-sized enterprise is one of the few companies that has managed to have a “paperless” office through its own efforts. Even in production, for example, all the information needed is displayed on large screens.

At heart, Straton’s tailor-made, scalable systems help identify the prerequisites needed by organisations to stay relevant in the future and enable them to create value-added outputs. Together with its clients, the Limburg-based company establishes the possibility to achieve business prerogatives and goals in a cost-effective, powerful, and time-saving manner.

The strength of Straton lies in its flexibility to support medium-sized companies without going through exhaustive decision-

react quickly to new developments and technologies. Taking it a notch higher, Straton continually implements latest upgrades into its work processes to advise its customers at eye level.

When it comes to implementing and adapting to SAP Business One, Heep highlights that Straton advocates the solution for its highly scalable properties and the investment security it offers. In essence, the robust SAP solution binds all the critical activities of a company and facilitates better communication among team members. Be it purchasing and warehouse, financial accounting, sales, or production, SAP Business One has an answer to all



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making processes. Being a mid-size company itself, it better understands the requirements and hurdles that clients face. What adds a feather to the company’s cap is the deep-rooted experience and competence of its employees. “In contrast to projects, where people from different disciplines work on different areas, i.e., have different individual goals in interdisciplinary teams, we have one common goal that can only be achieved by working together,” says Heep. Bolstered by such skills, expertise and team spirit, Straton is able to

the queries of variegated domains. With Straton’s highly proficient team at the core, it is now possible to effectively harness the benefits of SAP Business One. In addition to being a trusted and reliable SAP Partner, Straton’s ERP solution gives it an edge over competitors and makes it not just a ‘consulting’ firm but also a ‘user.’

To illustrate the impeccable benefits Straton through SAP solutions, Heep cites a case study of a globally-based company that was faced with the challenge of high rates of turnover compared to the declining growth rate in administration and production structures. By incorporating SAP solution and providing valuable advice, Straton designed the processes that not only eradicated the bottlenecks of existing backlogs but also decreased the turnover by 20 percent without deploying additional employees.

On this journey of progress, Straton is always ready to empower its clients and enhance their IT infrastructure. The company is continuously heightening its services to suit the needs of the clients. “Creating a good working environment together with the clients, while delivering the right solutions to their problems, makes Straton an invaluable player in the IT market,” concludes Heep. **CA**