



## MOORIM PAPER

### AT A GLANCE

#### Company

- Name: Moorim Paper
- Location: Seoul, Korea
- Industry: Mill products – forest products and paper
- Products and services: Paper and paper products
- Employees: 830
- Web site: [www.moorim.co.kr](http://www.moorim.co.kr)
- Implementation partners: SAP® Consulting, IBM, and LG CNS

#### Project Objectives

- Standardize and integrate business processes
- Observe company's strict budget and resource limitations
- Increase customer satisfaction and process efficiency
- Establish an advanced HR management system

#### Key Challenges

- Enable management to direct global strategies
- Achieve corporate clarity and credibility in global market
- Reduce costs while maximizing profits and corporate growth

#### Solutions and Services

- mySAP™ ERP application
- SAP Advanced Planning & Optimization component
- ASAP methodology
- SAP Solution Manager application management solution
- SAP NetWeaver® platform with the SAP NetWeaver Portal and SAP NetWeaver Business Intelligence components

#### Why SAP Solution and Services

- Proven solution in paper industry, with potential to integrate with third-party software specific to paper industry
- Ongoing R & D to help keep pace with customer requests

#### Implementation Highlights

- Project of huge scope completed within 10 months
- Excellent support provided during go-live, ensuring stability
- Easy implementation based on phase-oriented ASAP methodology
- Solid integration with third-party software
- System architecture based on best practices of global papermakers

#### Key Benefits

- Enhanced inventory visibility and managerial competence
- High customer satisfaction due to better logistics processes
- Standardized operations, increasing managerial control

Moorim Paper of Seoul, Korea, a subsidiary of Moorim Group, turns out 550,000 tons of high quality paper products annually, earning revenues of US\$450 million. To enter the ranks of the world's top 10 papermakers, it asked SAP® Consulting for help. It required a software environment based on industry best practices to support world-class managerial competence.

**“Korean papermakers are faced with harsh competition from the rapidly emerging Chinese market. We must also cope with rising pulp prices and plummeting exchange rates. Yet, integrating our business processes in one SAP solution has enabled us to reinforce our commitment to innovation.”**

Kim In Joong, CEO, Moorim Paper

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