

SUCCESS STORY: PROCESSWEAVER FOR SAP BY ELEMICA

# Greene Tweed and Elemica: Data-Driven Insights to Set the Stage for an SAP S/4HANA Migration

## Executive Summary

Since 2016, **Greene Tweed**, a leading manufacturer of advanced materials and engineered components, has been relying on ProcessWeaver for SAP by Elemica to automate and orchestrate the movement of raw materials and finished products. In partnership with Elemica, the company has unlocked powerful insights from shipping data to streamline logistics, improve governance, and optimize costs. By using normalized logistics execution data from Elemica's ProcessWeaver for SAP solution, Greene Tweed has not only improved its shipping execution capabilities—it has built out a powerful solution development process for logistics, creating services and offerings for internal work as well as clients.

In 2022, Greene Tweed sought a partner deeply versed in SAP to assist with its transition from SAP ECC to S/4HANA ahead of SAP's declared end-of-life for SAP ECC in 2027. Facing the challenge of modernizing its ERP system concurrent with a planned global expansion of manufacturing operations beyond North America to Europe and Asia, Greene Tweed turned to Elemica for its proven expertise in SAP integrations and logistics automation. The successful collaboration between Greene Tweed and Elemica ensured a smooth and on-time migration, a seamless expansion of operations to new geographies, and a clearly defined path to long-term operational excellence.

## About Greene Tweed

Founded in 1863, Greene Tweed specializes in designing and manufacturing high-performance thermoplastics, composites, elastomers, and custom-engineered components. The company operates in demanding, complex industries, such as aerospace, defense, oil and gas, energy, life sciences, and semiconductor manufacturing.. Headquartered in Lansdale, Pennsylvania, Greene Tweed has a global footprint with facilities across North America, Europe, and Asia.

## Transforming Logistics: Greene Tweed's Mission to Modernize and Support Logistics and Warehouse Management Through Data

At the core of Greene Tweed's logistics transformation is a commitment to building smarter processes through data-driven insights. Darrell Bryant, Greene Tweed Global Warehouse & Logistics Manager, takes a long-term view toward Sales & Operations Planning. He recognized early on that to stay competitive and to continually add value, the company needed to embrace advanced analytics—and take advantage of the abundance of data available via an international logistics operation.

The goal? To reduce transit times, improve carrier performance, and ensure cost-effective compliance across their global supply chain.

Elemica's ProcessWeaver for SAP solution provided Greene Tweed with the tools to achieve their goals. A crucial part of this transformation is the manifest report—a detailed dataset capturing critical shipping information, including:

- |                                 |                  |                     |
|---------------------------------|------------------|---------------------|
| → Shipping point                | → Payment code   | → Shipping Costs    |
| → Destination country           | → Freight        | → Shipping Methods  |
| → Sold to and Ship to Locations | → Discount       | → Proof of Delivery |
| → Service level                 | → Shipping Dates | Dates and Times     |

By integrating this data into analytics systems, Greene Tweed has been able to create actionable heat maps that visualize transit performance and pinpoint bottlenecks. This granular visibility has allowed the company to make strategic decisions about their logistics operations in real-time—including the need to onboard international shipping partners in key new and evolving territories.

# Key Outcomes from a Data-Driven Solution



## Enhanced Governance and Compliance

Greene Tweed uses the manifest report to ensure adherence to carrier contracts and internal business rules. By tracking key metrics like service level compliance and payment codes, the company can quickly identify deviations and take corrective action. This has been particularly valuable for ensuring compliance with international trade regulations and managing hazardous materials shipments.



## Transportation Spend Optimization

Analyzing the manifest data has enabled Greene Tweed to identify cost-saving opportunities in their shipping operations. For example, the company has reduced costs by consolidating shipments and downgrading service levels when appropriate. Shifting from multiple parcel shipments to less-than-truckload (LTL) services is one such strategy that has driven significant cost reductions.



## Improved Customer Experience and Revenue Impact

Reducing time in transit directly impacts customer satisfaction and revenue realization. In industries like aerospace and semiconductor manufacturing, where downtime can be costly, faster shipping times translate to better customer relationships and more timely revenue recognition. Elemica's data solutions have empowered Greene Tweed to deliver these improvements consistently.

Bryant highlighted the importance of these capabilities, stating, "We've transitioned from a reactive approach to logistics to a proactive model where we can anticipate potential issues and optimize in real time. Elemica's data solutions have been critical in making that shift possible."



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- **Darrell Bryant**  
Global Warehouse &  
Logistics Manager,  
Greene Tweed

# The Next Dual Challenge: ERP Modernization and Global Manufacturing Expansion

With foundational data insights firmly in place, Greene Tweed sought to modernize its ERP platform by migrating from SAP ECC to SAP S/4HANA. This transition was critical for maintaining operational agility, growing Green Tweed's global logistics capabilities, and enabling the company's manufacturing expansion into Europe and Asia, including key markets in South Korea and Switzerland.

To support this complex transformation, Greene Tweed sought a logistics partner that could satisfy four key requirements:



**Ensure compliance with parcel carrier regulations and international trade requirements.**



**Support hazardous materials shipping across multiple geographies.**



**Manage a seamless and timely transition to S/4HANA with minimal disruption to ongoing operations.**



**Collaborate effectively with their SAP S/4HANA implementation partner, Clarkston Consulting.**

## Why Greene Tweed Chose Elemica

Greene Tweed's decision to partner with Elemica was driven by several critical factors:

### SAP Expertise

- Elemica's ProcessWeaver for SAP platform and its ability to support complex logistics requirements made Elemica the ideal SAP S/4HANA migration partner.

### Multi-Modal Shipping

- Greene Tweed's reliance on parcel express services required a logistics and transportation partner that could ensure Greene Tweed remained compliant with innovative carrier services, including Electronic Trade Documents (ETD), UPS World EaseSM, FedEx International Priority DirectDistribution®, and DHL Breakbulk ExpressB, among others.

### Global Reach

- Elemica's certified integrations with FedEx, UPS, and DHL ensured compliance with carrier requirements, including international parcel consolidation and hazardous material handling.

### Incumbent Advantage

- As an existing provider, Elemica's familiarity with Greene Tweed's operations allowed for a faster start without the need to build relationships from scratch.



*“Elemica as a business partner has been instrumental in supporting Greene Tweed’s logistics vision in this ever-changing environment. My team and organization greatly appreciate the guidance, collaboration and global support Elemica has provided throughout our migration to SAP S/4HANA.”*

– **Darrell Bryant – Global Warehouse & Logistics Manager, Greene Tweed**

Elemica designed a robust solution tailored to Greene Tweed’s unique requirements, emphasizing scalability, compliance, and operational continuity. Key components included:

### **Enhanced Trade Compliance**

- Elemica upgraded Greene Tweed’s trade compliance capabilities, particularly for hazardous material shipping.

### **Seamless Integration**

- Elemica’s native SAP integration allowed Greene Tweed to leverage its existing SAP investments while collaborating effectively with Clarkston Consulting, the implementation partner.

### **Global Logistics Support**

- Elemica’s multimodal logistics capabilities ensured compliance across key markets, including Europe, South Korea, and Switzerland.

The implementation was phased to minimize disruption, with Elemica and Clarkston Consulting working closely to address specific challenges, such as hazardous material compliance and parcel carrier certifications.

## Results and Benefits

The integration of data insights from logistics into the ERP modernization strategy underscores Greene Tweed's unified vision for operational excellence. By ensuring that logistics data informs ERP workflows, Greene Tweed is creating a foundation for scalable and adaptable processes that support both immediate needs and long-term objectives.

Now, Greene Tweed is well-positioned to unlock additional efficiencies and drive financial benefits. And even amid the SAP S/4HANA migration, the project has already delivered significant benefits:

### Operational Efficiency

- Elemica's ProcessWeaver for SAP platform and its ability to support complex logistics requirements made Elemica the ideal SAP S/4HANA migration partner.

### Business Continuity

- Greene Tweed experienced no disruptions to its manufacturing and logistics operations during the transition.

### Strategic Alignment

- Enhanced collaboration between Greene Tweed, Elemica, and Clarkston Consulting ensured alignment with project timelines and goals.



*"Building a migration strategy on a foundation of data and insights creates a critical competitive edge. With Greene Tweed and Elemica, we're proving that aligning analytics with operational goals and a strategic long-term plan can turn a complex transition into an opportunity to set the stage for innovation, global growth, and sustained success."*

- Sham Karim, Clarkston Consulting Partner

## Close Collaboration Smooths the Transition to S/4HANA

The Greene Tweed and Elemica partnership demonstrates how a well-executed SAP S/4HANA migration strategy can transform a critical business challenge into an opportunity for growth. By leveraging Elemica's expertise and global logistics capabilities, Greene Tweed positioned itself to meet current operational demands while building a foundation for future success.

## Looking Ahead

Greene Tweed is poised to unlock additional operational efficiencies and financial benefits. The success of this project highlights the importance of selecting the right partner—one with the expertise, tools, and global reach to ensure a seamless transition.

# Connect with Elemica

Connect with us



## Elemica

Elemica is a leading provider of Digital Supply Chain Management solutions and the premier multi-enterprise collaboration network for global process manufacturing industries. Our SaaS portfolio of network-powered digitization and visibility solutions automate critical information flows, enable multi-channel data strategies, and improve end-to-end supply chain performance. Elemica solutions connect many of the world's largest manufacturers to their direct material suppliers, logistics service providers and end customers, helping them realize the promise of, and return on, their investments in supply chain digitization.

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