



## PENTLAND



The Pentland Group plc, headquartered in London, produces Speedo and other sports, outdoor, and fashion branded products. Pentland uses the SAP NetWeaver® platform and Redwood Software's Cronacle for use with SAP® solutions to control all background processing dynamically in real time for the SAP Apparel and Footwear application, improving efficiency and responsiveness to customer demand.

### AT A GLANCE

#### Key Challenges

- Consolidate disparate systems for 11 brands globally to a single, centralized solution covering all brands
- Respond to rapidly changing customer demand patterns
- Fulfill service-level agreements
- Streamline IT and business processes
- Automate manual tasks

#### Implementation Highlights

- Went live with initial implementation in November 2005
- Expanding to other brands
- Continuing rollout to cover 2,000 users in 36 countries within 3 years

#### Key Benefits

- Provided scalability to support aggressive growth strategy
- Fulfilled consolidation and streamlining requirements
- Improved efficiency and responsiveness to market demand

#### Web Site

[www.pentland.com](http://www.pentland.com)

#### Industry

Consumer products

#### Solution and Services

SAP NetWeaver® platform, including the SAP NetWeaver Business Intelligence, SAP NetWeaver Application Server, SAP NetWeaver Exchange Infrastructure, and SAP NetWeaver Portal components

#### Existing Environment

SAP® Apparel and Footwear application

#### Non-SAP Integration

Variety of background processes

#### Implementation Partner

Redwood Software ([www.redwood.com](http://www.redwood.com))

**“Cronacle is already making significant improvements – saving time and effort and eliminating manual tasks. By building on SAP NetWeaver, Redwood provides us with the most advanced event-driven process automation functionality available for SAP solution-based environments.”**

Rob Wilson, IT Director,  
Pentland Group plc

