

# Etex New Ways: a digital approach to modular construction

International SAP Conference for Building Materials  
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Head of IT Applications

**etex** inspiring ways  
of living



# Agenda

## Outline

- 01** Etex New Ways: Digital vision

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- 02** Technology selection and architecture

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- 03** Pilot implementation in Chile and Brazil

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- 04** Operationalizing and scaling the platform

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# Etex New Ways: Digital vision

Our longer term ambition

# New Ways: the newest Etex division

## A brief history and a bright future

### Building Performance

Our Building Performance division enforces its leading position in plasterboard and fibre cement boards. Etex is the global reference in fire protection solutions and dry construction systems for the residential and commercial markets.



### Exteriors

This division offers the best of our knowledge and performance in fibre cement exterior solutions for design architects, homeowners and installers to build beautiful homes without compromising on quality. For entrepreneurial farmers, we are the partner by excellence to safeguard the future.

### Industry

Through our Industry division, Etex is the front runner of engineering expertise to drive the future of high performance thermal and acoustic insulation, of fire protection in construction and the OEM industry.



### New Ways

Our newest division confirms our lightweight construction ambition and strategy. Through high-tech offsite solutions built in a fully digital environment, we deliver innovative ways of building living spaces.

*Launched at the beginning of 2020, New Ways is the 4<sup>th</sup> division of Etex. It embodies our ambition to be a key player in the transformation of the construction industry. We believe that the emerging market for offsite lightweight and modular building solutions can fulfill many global needs. Specialized in these technologies, New Ways will bring high-quality, beautiful and affordable living spaces to people around the world.*

### Benefits of modular construction

50%  
faster construction

90%  
less water consumed

85%  
less energy consumed

80%  
lower CO<sub>2</sub> emissions

85%  
less construction waste

## Digital vision of Etex New Ways

We have the ambition to be a key player in the transformation of the construction industry. We believe that the emerging market for offsite lightweight and modular building solutions can fulfil many global needs.



The company needs to run on a **modern, scalable and lean digital core**

Fully integrated with the **latest BIM technology**

That enables effective **customer quotation and pricing**

With **tightly controlled** and **highly automated production**, basis the **digital designs**

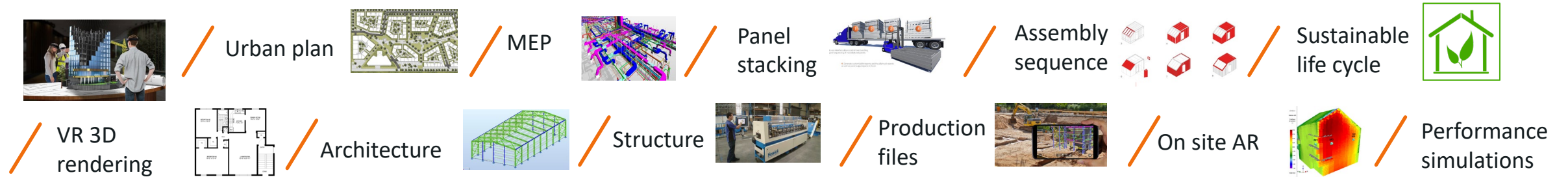
And the ability to **integrate IoT** (smart houses)

To ensure collection and **advanced analysis of big data** (data lake technology)

# Digital platform to enable/integrate eco-system along value chain

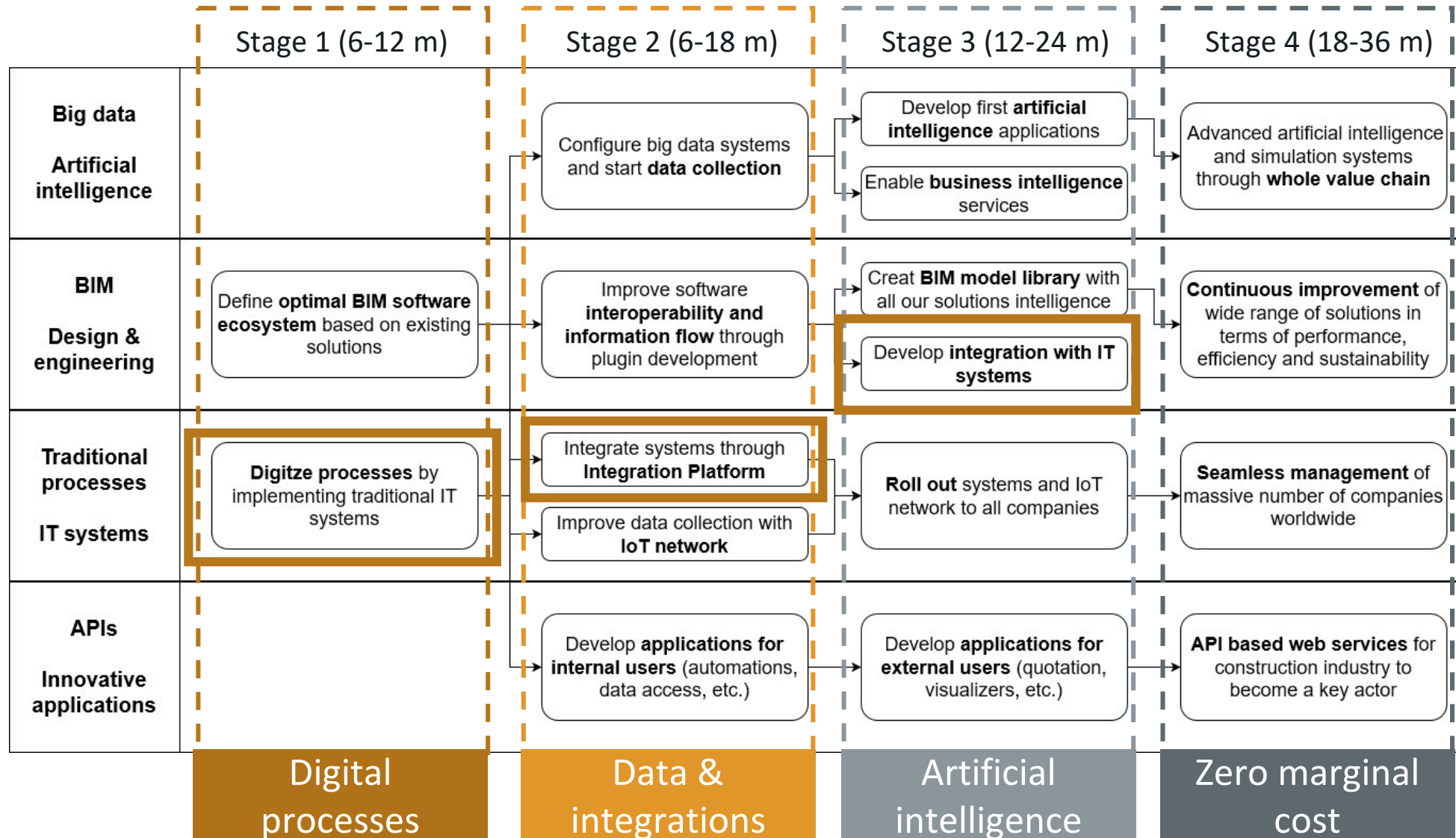
Feeding the ERP with BIM data

## Building Information Modeling (BIM)



## Enterprise resource planning/information management systems

# Digital vision: development stages





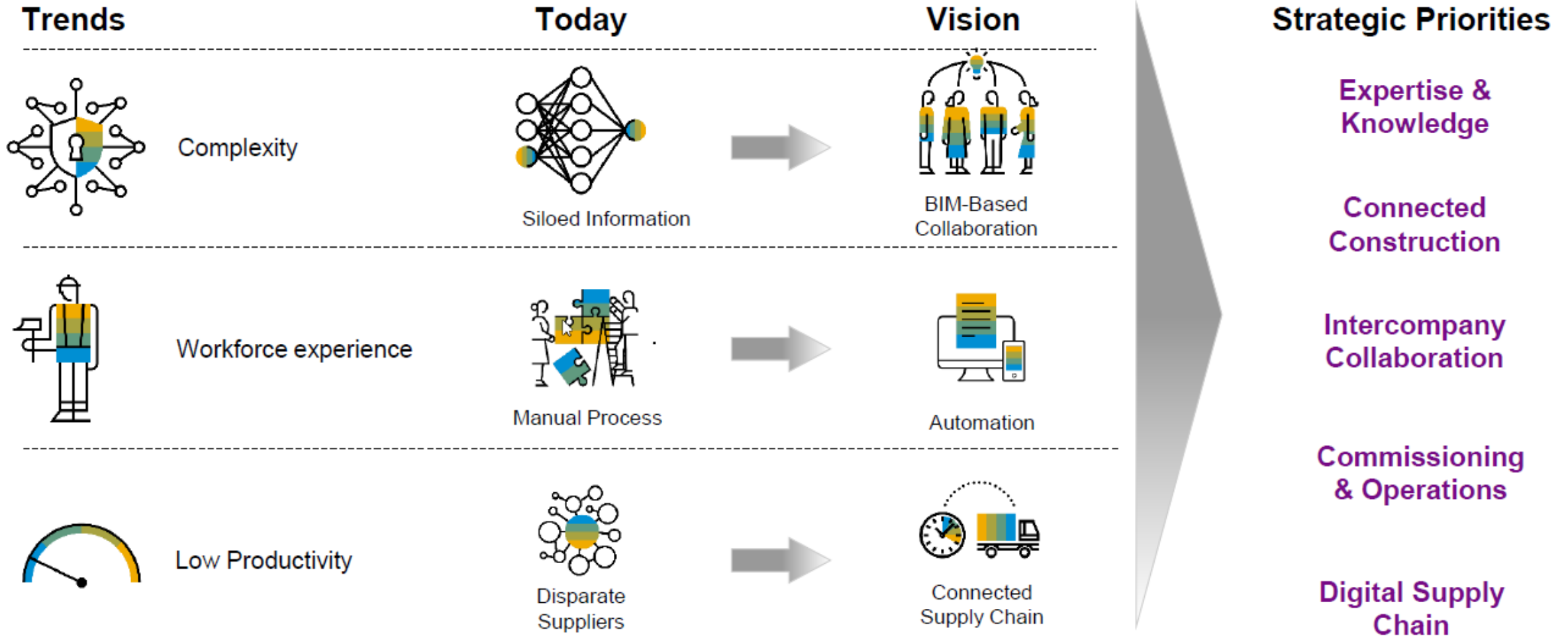
# Technology selection and architecture

Strong partnership with SAP



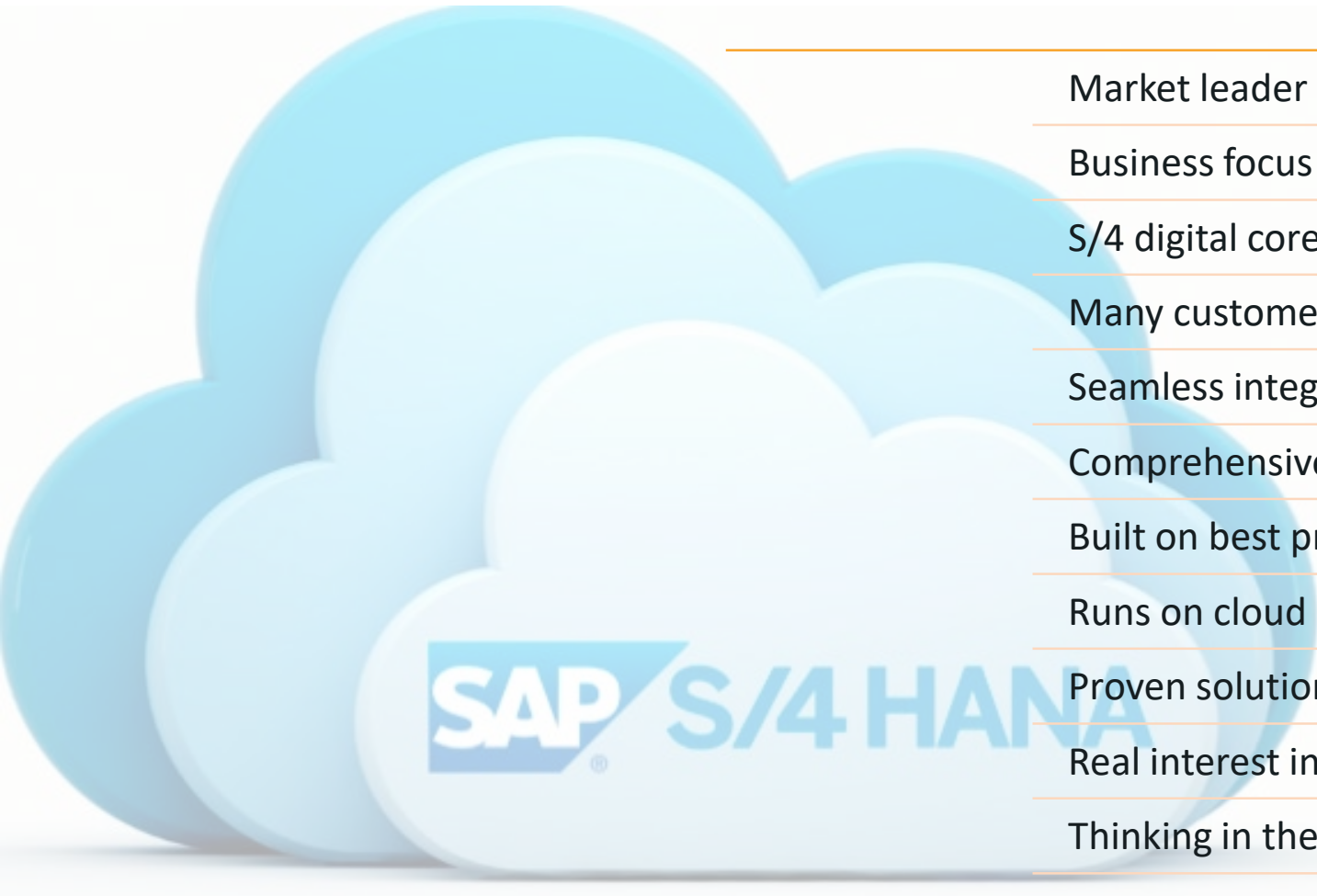
# Construction industry

## Trends & vision



# Technology of choice: SAP S/4 HANA

Modern digital core that enables the New Ways vision



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Market leader

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Business focus

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S/4 digital core + additional cloud components

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Many customer references

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Seamless integration through transactions

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Comprehensive and rigorous

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Built on best practices

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Runs on cloud

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Proven solution

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Real interest in achieving a solution for the industry

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Thinking in the Future, this is just the beginning...

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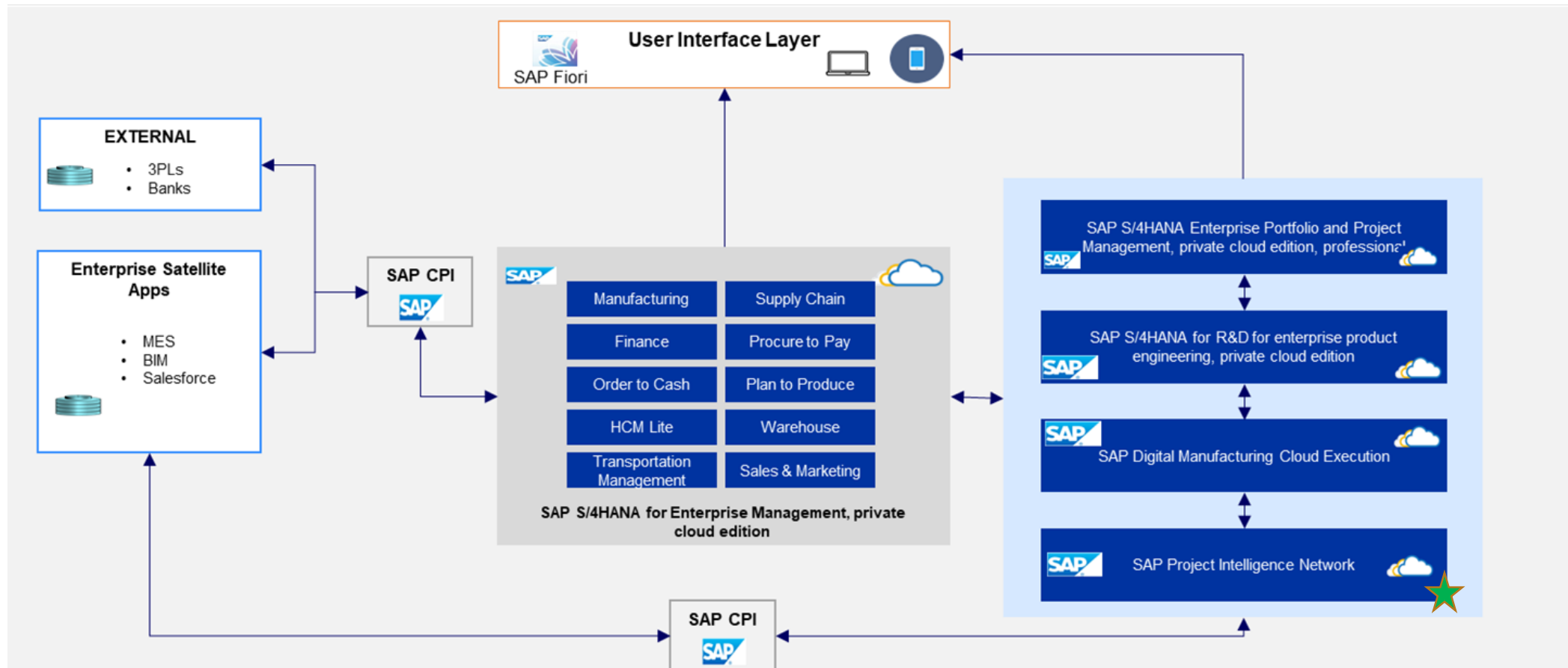
# ETEX and SAP solution journey

## Customer focus and seamless collaboration

Timeline	May-20	May-20	May-20	May 20	May 20	Jun 20	Jul 20	
<b>Workshop Theme</b>	<b>Kick-Off</b> Vision Etex New Ways	<b>Deep dive session 1</b> • Next generation ERP S/4HANA	<b>Deep dive session 2</b> • Handover Engineering to Manufacturing	<b>Deep dive session 3</b> • Manufacturing planning and execution	<b>Deep dive session 4</b> • Project planning	<b>Deep diver session 5</b> • Finance management with S4/HANA	<b>Architecture summary</b>	
<b>Activities /Outcomes</b>	<ul style="list-style-type: none"> <li>Understanding of the <b>vision of New Ways</b></li> <li>SAP Insights regarding <b>Industry trend and initial solution model</b></li> <li>Introduction of deep dive sessions and validate participants</li> </ul>	<ul style="list-style-type: none"> <li>Insight into strategy of the <b>intelligent enterprise</b></li> <li>Demonstrating new methods of running business administration</li> </ul>	<ul style="list-style-type: none"> <li><b>Building Information Management (BIM)</b> file integration details</li> <li><b>E-BOM to M-BOM</b> process overview</li> <li>Link to <b>master data</b> (incl enrichment) and engineering drawings</li> <li><b>Production preparation</b> flow</li> </ul>	<ul style="list-style-type: none"> <li>Coverage <b>Production planning in S/4HANA</b></li> <li><b>Manufacturing execution</b> in the cloud</li> <li><b>Warehousing and transportation management</b> with SAP</li> </ul>	<ul style="list-style-type: none"> <li>How SAP solutions can <b>align portfolio and project</b> and analyze risk and performance in real-time</li> <li>Demonstrating how SAP can <b>plan, execute and monitor projects</b> to minimize deviations in schedule, cost and scope</li> </ul>	<ul style="list-style-type: none"> <li>Introducing the coverage of <b>S/4HANA Finance</b></li> <li>Focusing on <b>profitability and margin analysis</b> in S4/HANA</li> </ul>	<ul style="list-style-type: none"> <li>Wrapping up the deep dive sessions into <b>E2E process flow</b></li> <li>Defining <b>Architectural summary</b></li> <li>Updating final <b>BOM presentation</b></li> </ul>	
<b>Etex Participants</b>	Christian Montes Lahaye - CEO New Ways Eduardo Martinez - Commercial Manager New Ways Bert Schoofs - Head of IT Applications Etex HQ		Ronaldo Passeri - Finance Manager New Ways Patricio Orrega Gazali - Technology Manager New Ways Richard Pym - Head of IT Strategy and Solution Architecture Etex HQ					
<b>SAP Participants</b>	<ul style="list-style-type: none"> <li>Folkert Haag</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> <li>Rob van Neck</li> </ul>	<ul style="list-style-type: none"> <li>Rob van Neck</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> </ul>	<ul style="list-style-type: none"> <li>Luc Jammes</li> <li>Rob van Neck</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> </ul>	<ul style="list-style-type: none"> <li>Rob van Neck</li> <li>Paul Lasance</li> <li>Cecile Jouanny</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> </ul>	<ul style="list-style-type: none"> <li>Matthias Bohner</li> <li>Rob van Neck</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> </ul>	<ul style="list-style-type: none"> <li>Hélène Dastugue</li> <li>Steve Ceuterick</li> <li>Rob van Neck</li> <li>Sophie Dierickx</li> </ul>	<ul style="list-style-type: none"> <li>Rob van Neck</li> <li>Stiefen Schilz</li> <li>Sophie Dierickx</li> <li>Eric Thieren</li> </ul>	

# Solution architecture

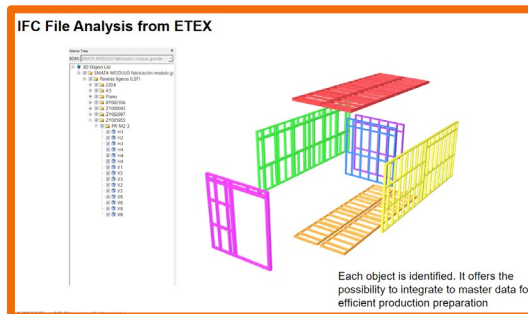
To build an integrated and scalable application landscape



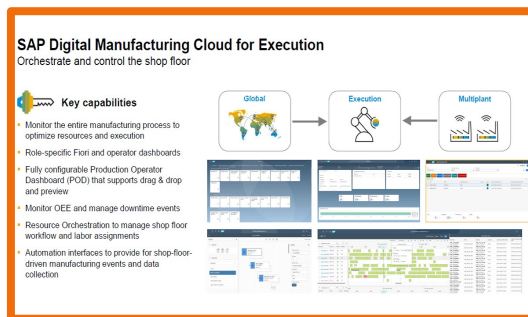
# SAP S/4HANA solution components



The main SAP solution that will enable New Ways execute on its strategy is **S/4HANA Private Cloud Edition**. S/4HANA is the newest ERP platform from SAP and can deliver flexibility, scalability, innovation, productivity & high automation across the value chain of New Ways, focusing on engineering, manufacturing, planning, finance & cost collection & insights.



An essential solution for New Ways design handover is **S/4HANA R&D for Enterprise Product Engineering** to simplify product integration and collaborate across silos to get to market first with innovative and compliant products. This SAP component will be the critical enabler for seamless integration with BIM, and therefore the quintessential component of the integrated design.



Together with S/4HANA, the **Digital Manufacturing cloud** is an essential and advanced manufacturing solution to automate processes and resources and to improve manufacturing efficiency, quality and productivity for New Ways. The solution can integrate the manufacturing processes into the supply chain and synchronize those processes with the planning. This will lead to a monitored productivity as well as a higher product quality enabled by real data, and will improve the 'manufacturability' of the design.



# Pilot implementation

Chile and Brazil

# Organizational scope

For the pilot



## Companies

- E2E (JV Arauco)
- TecVerde

## Geography

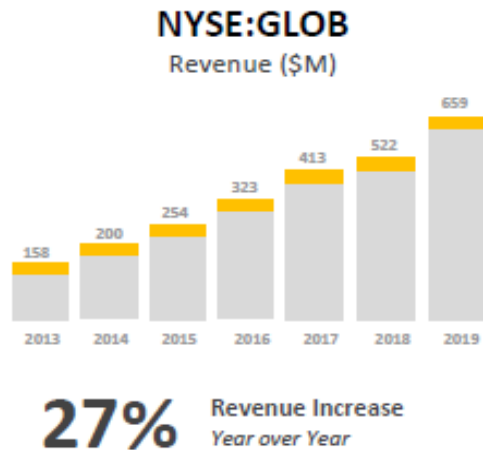
- Chile
- Brazil

# Strategic partnership with system integrator

# Globant



- 16 Countries
- 36 Cities
- 36% Incremento Globers
- 56 Offices
- +14K Employees



## About Globant

Globant is a digital native company, born in LATAM, with a DNA that provides end-to-end transformation services in the digital and cognitive space.

## About gA

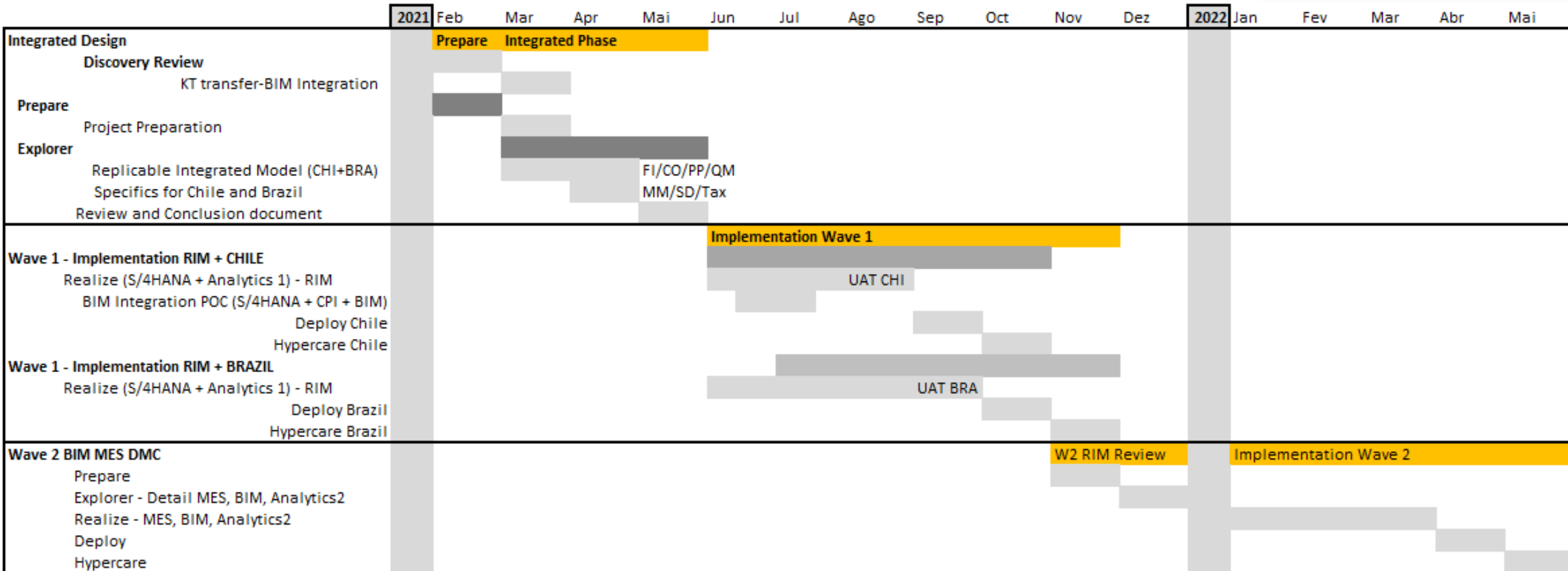
gA is the Globant division that uses digital platforms and transformation services to empower large companies in the Americas and Europe to reshape their business models and their organizations. They are specialized in business process improvement and experts in Enterprise Applications such as SAP





# Project phases and timeline

Araucaria: a staged approach



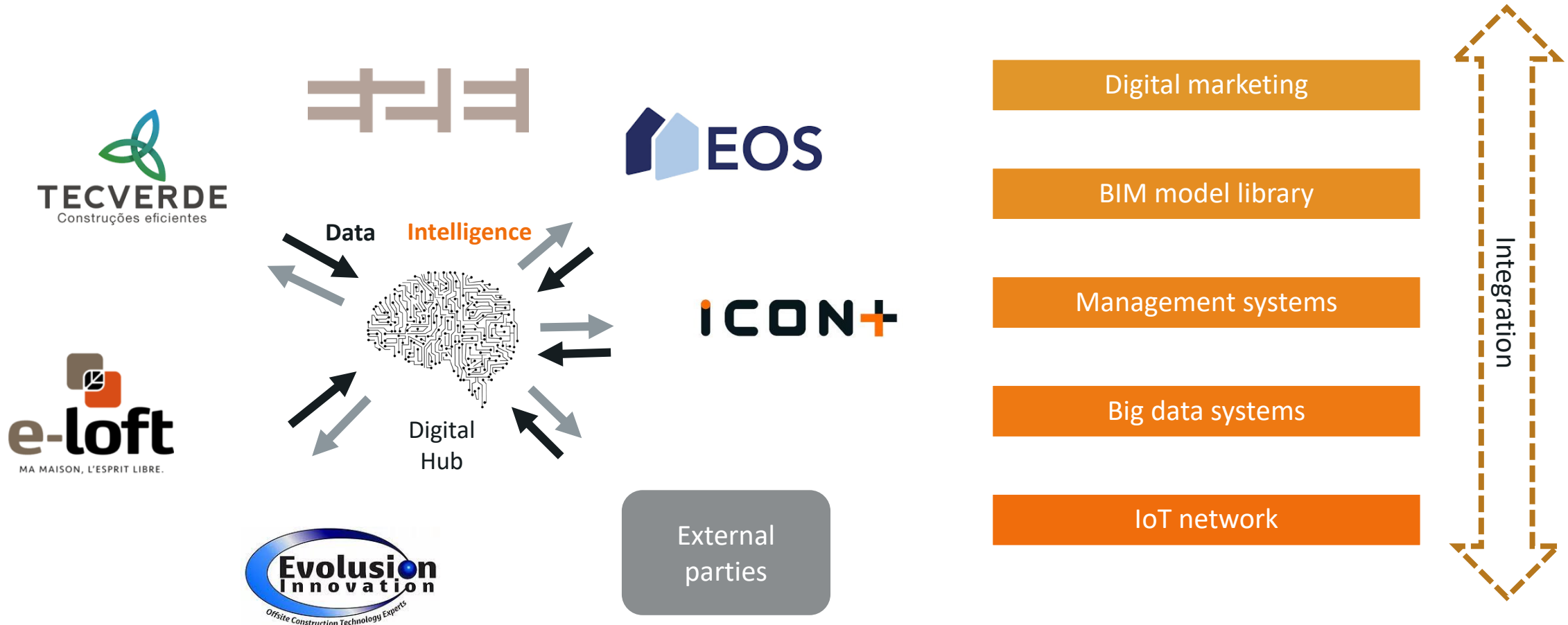


# Operationalizing and scaling the platform

Challenges ahead

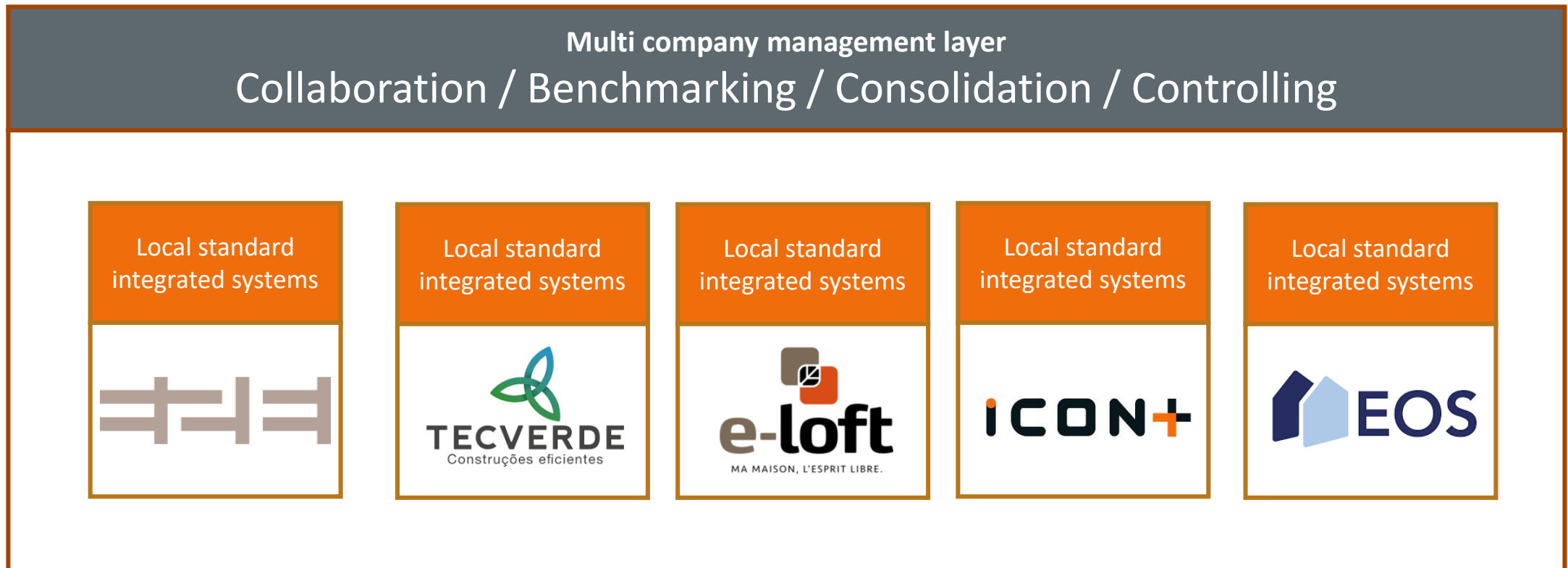
# Collaboration

The digital platform we want to develop to be the “**functional brain**” of all our companies. It will be the key enabler for **collaboration** between all New Ways stakeholders.



## Company integration

We will implement a **standard set of technologies at a company level** for local management that will also enable a **multi company management layer** for global management.



# Thank you

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