

## SUCCESS STORY

# Sage X3 consolidates group-wide excellence for manufacturer CHRYSO

*Establishing a structure that's both solid and flexible for the global ecosystem*



Operating in more than 100 countries, CHRYSO Group is a global specialist in additives and admixtures for construction materials. The company employs 1,300 people working in 32 production units and 26 applications laboratories around the world.

### Key outcomes:

- Swift deployment of Sage X3 solution
- Flexible solution that accommodates a subsidiary-specific approach
- Leveraging excellence across global partner network

The CHRYSO Group's innovative additives and admixtures are intended for construction professionals, concrete suppliers, and civil engineering companies. They make it possible to improve the performance, aesthetics, and durability of cement and concrete. That's why the company's technology is used in some of the most complex projects and most prestigious construction sites around the world.

In order to deploy the new ERP solution rapidly while maintaining control of its resources, CHRYSO Group chose to give its subsidiaries maximum autonomy, imposing only minimal constraints requiring adherence to the global vision.

# CHRYSO

Company  
**CHRYSO Group**

Location  
**France**

Industry  
**Chemical**

Sage Products  
**Sage X3**

For more info, visit  
[www.sage.com](http://www.sage.com)



*Sage X3 has given CHRYSO a centralized ERP to manage multiple markets.*

**“Sage X3 allowed us to roll out our global vision, whilst staying flexible enough to cater for the needs and contexts of each of our individual subsidiaries.”**

José Muñoz, Director of Information Systems, CHRYSO Group

**Bringing a shared DNA of innovation and excellence to life, across a diverse organization**

CHRYSO Group manufactures its own chemicals and thus controls the entire value chain, from in-lab design to industrial-scale production. The company’s close relationship with its customers enables it to provide customized solutions tailored to their bespoke project requirements.

José Muñoz is Director of Information Systems at CHRYSO Group. “Our subsidiaries are dedicated to different markets, each of which has its own customs and technical standards. They can be handling region-specific variations in demand across all kinds of different types of construction activities. For example, as you can imagine, our Qatar subsidiary is growing rapidly, mobilized by the future challenge of organizing the football World Cup.”

CHRYSO Group subsidiary companies are all different sizes and specialization and as such, they also all have different requirements for their enterprise resource management solutions (ERP). “Having said that, what they do have in common is the need to manage very high levels of production automation, while meeting very demanding standards of quality and traceability. The intrinsic value of our additives and admixtures is measured by the solidity and durability they bring to the materials in which they are incorporated.”



CHRYSO use Sage X3 flexibly across the business.

## “In a way, Sage X3 is the digital execution of the renowned strategic principle: think global, act local!”

José Muñoz, Director of Information Systems, CHRYSO Group

### **Creating a cohesive group very quickly**

CHRYSO Group is a former subsidiary of Lafarge, from which it was spun off five years ago. The new company needed to set up a standalone information system very quickly. “The reason Sage X3 appealed to us was precisely its ability to meet widely varying requirements with one single solution; flexible enough to adapt to the different contexts of each of our subsidiaries, and yet powerful enough to preserve our group-wide global vision.”

The first advantage that the Sage solution provided was speed of deployment. “Sage X3 operates a principle of local implementation, which makes delivery quicker. As each international project only consumes our core global resources to a marginal extent, we can conduct several roll-out projects at the same time.”

The second speed factor is ease of learning. “Local users get to grips with the solution all the more effectively because they have the ability to adapt it themselves, to suit their own needs and practices. At the same time, of course, they still comply with our global standards, enabling shared key performance indicators (KPIs) and information that we have defined upstream.”

### **Managing an international medium-sized company**

Sage X3’s attributes make it easier to deploy a decentralized model across the CHRYSO Group. Sage X3’s primary asset advantage is flexibility. “Having a solid core model to manage the local part of operations is crucial for a company like ours, which is very international but has multiples sites and locations with a wide variety of templates and needs.”

An additional benefit, on the other hand, is the solution’s capacity to manage the 22 international sites in a uniform way. “We have only defined the one core model for data structuring and supporting this is obviously essential if we are to maintain cohesion across the Group.”

Lastly, a major strength of Sage X3 is the support provided by an international network of Sage partners. “Most of the countries we are located in have benefited from a high level of support from local partners. And in the few areas where this was not the case, we had extensive discussions with Sage themselves to put together our ad hoc approaches.”



*Sage X3 is being used locally to help consolidate the business.*

**“These flows allows us to maintain a group vision without needing to impose a restrictive group model on the subsidiaries.”**

José Munoz, Director of Information Systems,  
CHRYSO Group

#### **Adapting information system architecture to suit the nature of the CHRYSO Group**

Centrally, Sage X3 allows the CHRYSO Group to consolidate all its subsidiary companies via core data supply mechanisms. “These flows allow us to maintain a group vision without needing to impose a restrictive group model on the subsidiaries.”

In fact, for each of the subsidiary operations, the company has chosen to deploy Sage X3 locally. In other words, at local costs. “In India, Sri Lanka, the Philippines or South Africa, for example, applying a traditional construction model with a single core model deployed everywhere would have meant taking on a team that was far too cumbersome for the local economic model.”

#### **About Sage X3**

Sage X3 enables companies to stand out from their competitors and develop their business as never before. For a fraction of the cost and complexity of traditional ERP systems, Sage X3 provides its customers with a financial management solution, from supply chain to production, that is faster, simpler and more flexible. Sage X3 is the next-generation enterprise management solution that will speed up your work and make your organization more agile into the future.