



A Mubadala Company



\$2 billion sales volume achieved after SAP implementation.



Increase in productivity and efficiency.



Improvement of compliance achieved with industry benchmarks

Initial Situation

FULCRUM won the mandate to support the implementation of Strata in the fields of process management, IT and Human Capital Management. In a Green Field project the company was set up within two years.

Thereby long term partnerships with the big international OEMs (Airbus, Boeing) were established with the goal to gradually outsource development and production activities to Abu Dhabi.

Due to the very ambitious timeline (project start early 2010 until completion of the first serial parts by mid 2011) it was critical for the client to implement extremely stable and robust business processes with a high degree of automation and standardisation and a lean and efficient organisational structure with a strong emphasis on their sustainability and anchorage within the organisation that grew from 20 to 150 employees from over 20 nations within the first year.

Company Overview

Strata Manufacturing PJSC (STRATA) is a composite aero structures manufacturing facility based in the heart of Nibras Al Ain Aerospace, Al Ain, United Arab Emirates. The company was established in 2009, with production beginning in 2010. Strata has partnerships with the world's leading aircraft manufacturers such as Airbus, Boeing and Leonardo-Finmeccanica Aerostructures Division as well as a Tier one supplier to Pilatus, SAAB and SABCA.

Approach

During the project the core processes were defined based on the corporate strategy and the value proposition in the dimensions process landscape, KPIs, accountabilities and IT implementation (SAP), training programmes developed and executed and the organisational structure put in place. In order to guarantee a smooth launch of all operational activities special emphasis was put on the definition of test cases for all relevant business aspects that were approved and released accordingly.

Due to its scale and the midterm effect on the industry the project was in the focus of attention of the global aerospace industry and received outstanding feedback after the first successful deliveries to the OEMs from investors as well as from customers. Mr. Louis Gallois, CEO of Airbus, for example called it an outstanding success project and stated that Strata was one of the most modern and advanced companies of its kind worldwide during a personal plant visit.

Challenges

① Identifying key challenges faced by Strata, including ambitious timeline, process stability, and organizational growth

① Outlining objectives of implementing robust business processes, automation, and sustainable organizational structure

Benefits



Quantifying Strata's achievements, such as **sales volume exceeding USD 2 billion**.



Increased productivity and efficiency through the elimination of redundant accountabilities, clear responsibilities, stability, automation, and intensive training.



Emphasizing the best-in-class performance and surpassing industry benchmarks in terms of KPIs and data quality.

Results



\$2 billion sales volume achieved by Strata after implementing SAP digital transformation solutions.



Significant increase in productivity and efficiency.



Improvement in compliance achieved with industry benchmarks in terms of key performance indicators (KPIs) and data quality, positioning Strata as a best-in-class performer in the aerospace industry.



80% successful implementation of SAP solutions for core processes, leading to improved business operations and streamlined workflows.

About FULCRUM

Fulcrum is a global leader in SAP consulting and implementation. We have successfully **completed over 110 projects worldwide**, with our team of experienced consultants and has **offices in 4 countries** around the world. We have successfully implemented **SAP solutions in over 12 different countries**, and we are committed to helping businesses of all sizes achieve their goals.

