



in Focus

BIRR
machines

CARVE-OUT WITH JIVS IMP

A HISTORY OF SUCCESS: BIRR MACHINES LTD KNOWS WHAT IT TAKES TO BUILD ELECTRICAL MOTORS

It's no secret that carve-outs present a major challenge for IT. It's not just a matter of extracting documents and data from the parent company's systems, some of which date back decades. Enterprises also have to integrate this data into the new IT environment – an ambitious project from both a technical and business perspective. Thanks to the JiVS Information Management Platform ([JiVS IMP](#)) from Data Migration International, [Birr Machines Ltd](#) was able to overcome these challenges in record time of just three months. The young company can now access decades of hard-earned intellectual property, all via a simple web browser – actively adding value across its services and production.

„All signs point clearly toward growth. The value, and the future of Birr Machines lies in our history. The benefits we're reaping from the JiVS platform are greater than possible ROI measure.“

[Matthias Lemblé](#)

Head of Supply Chain Management & IT, Birr Machines Ltd

Challenge

“Anyone can manufacture electrical motors, but we know what it takes to build machines that last decades, sometimes even maintenance-free,” reports Matthias Lemblé proudly, Head of Supply Chain Management & IT at Birr Machines Ltd. The Swiss firm is living proof of the value of historical information. This is particularly valid when you consider the lack of complexity in electric motor manufacturing compared to other drive technologies – and the fact that, in theory, machines can be produced with the same level of quality anywhere in the world.

By this logic, the odds of high-wage countries like Switzerland hosting manufacturing sites would be slim to none. But appearances can be deceptive. The quality of the motors Birr Machines has been manufacturing and maintaining for decades is so high, that customers would rather invest in servicing or replica motors than switch to a new provider with less experience.



Birr Machines was spun off from ABB in 2018, as a result of a buy-out by the then management, now at the helm of the new company. This left decades of manufacturing knowhow, quality standards und practical expertise holed up in the parent company's SAP system. The goal of the carve-out was to find the simplest, most economically viable way of extracting this data – and integrating it into the new SAP Business One environment.

Solution

Mergers, acquisitions, divestitures and carve-outs are all part and parcel of an agile corporate strategy in today's large enterprise. The major challenge in all of these scenarios is minimizing the outlay required to transform and migrate legacy information and systems. After a thorough appraisal of the market, ABB turned to Swiss provider Data Migration International to help them overcome these obstacles. The company's independently certified information management platform provides centralized and tamper-proof storage of legacy data and documents – along with their business context – making these accessible from the new IT system.

Speed was of the essence, as access to ABB's SAP system was restricted to a transition period of just one year. In December 2019, all of the relevant data and documents from the SAP system were transferred to the JiVS platform, which had been installed in the ABB data center. At the same time, initial filter rules were defined, and Birr Machines was able to witness the first test run on December 19th.

A vast range of info types had to be extracted, among these an ABB-specific transaction project. Critically important to Birr Machines, this project provided valuable data on the link between materials used in manufacturing and the associated working hours, including target values and actual values. *"This information is worth its weight in gold. In servicing and replica manufacturing, our specialists know exactly which parts were used, whether they're still available or need replacing, and how to make their calculations economically viable,"* explains Matthias Lemblé. *"Although the filters still needed some tweaking, this was reason enough for us to want to work with Data Migration International and we awarded them the contract on January 14th 2020."*

After the filter rules had been agreed, the information from the SAP system was again transferred to the JiVS platform. Any data or documents specific to Birr Machines were then extracted and the remaining files deleted. In the meantime, Birr Machines' hosting provider made provisions for the necessary servers, so that the JiVS platform could be relocated from ABB. *"We were ready for rollout as early as February 10th and our access to ABB's data*

center and SAP system was ended that same day," reports Matthias Lemblé. *"Not even three months had passed since our first meeting – a phenomenal achievement in itself, quite apart from the exceptional collaboration with our colleagues from Data Migration International."*

Benefits

"Migrating and safeguarding our historical information is the most important IT project we've undertaken since becoming independent, second only to the installation of our new ERP system SAP Business One," points out Matthias Lemblé. *"The platform is intuitive to use, so much so that you feel like you're still working in the original SAP system. I'd honestly struggle if I had to come up with anything that didn't go right in this project."*

Thanks to the JiVS platform, Birr Machines now has complete access to its proven intellectual property, the culmination of years of production and quality expertise. But could the same have been achieved another way – minus the JiVS platform? Without the innovative option to store its legacy data on a separate platform, with easy web-based access, Birr Machines would have had to swap its mid-tier enterprise solution for a full-scale ERP implementation. And even if a clean separation of information had been possible, the effort involved in extracting and migrating that data would have been immense. Combined with the cost of a large-scale ERP implementation, the Swiss SME would have struggled to come up with the necessary financial and personnel resources.

Today every department at Birr Machines – Technology, Procurement, Finance, Sales and Services – has full access to the company's historical information, which can be leveraged to create value and drive future development. *"All signs point clearly toward growth. The value, and the future, of Birr Machines lies in our history. The benefits we're reaping from the JiVS platform are greater than every possible ROI measure,"* sums up Matthias Lemblé.