

Supercharging business growth

bp Chargemaster case study



bp Chargemaster is one of the biggest names in the UK for electric vehicle charging solutions, trusted by thousands of EV drivers, businesses and local authorities. Their mission is to provide the fastest and most convenient network of charging solutions in the UK, delivered through an exceptional customer experience and innovative services.

Their exponential growth ambitions in manufacturing and customer services required adopting industry best practices, processes, operational efficiencies and business applications that were going to be able to keep pace.

PwC has developed strong alliances with a number of technology firms because by combining our expertise with our Alliance partners' technology, we are able to help solve critical business issues. By implementing SAP S/4HANA Public Cloud, their industry leading cloud based ERP system, we have been able to help kick start bp Chargemaster's business transformation journey.

Setting the scene

bp Chargemaster, acquired by bp in 2018, is a business that is quickly expanding in a rapidly growing market spurred on by the UK government's ambition for the majority of vehicles to be fully electric by 2040. However, their previous business infrastructure had become a limiting factor. To become a serious player, they needed serious business applications and the technology to enable them to reach their potential. Their existing finance packages and manual processes weren't optimised to support the integration of sales, procurement and inventory – it was a limiting factor to growth.

They needed an integrated and scalable ERP system to quickly and seamlessly transform their processes, bring in standardisation and simplification. They needed a product to define best practice for them, straight out of the box.

How PwC and SAP helped

We know the transformative potential of cloud-based solutions for recently acquired businesses – it enables a parent company to quickly unleash their potential without having to fully integrate into their mainstream infrastructure.

To support bp Chargemaster a joint team from PwC and SAP quickly determined that the SAP S/4HANA Public Cloud offering was the best fit. SAP S/4HANA Public Cloud is a new generation of the SAP Business Suite that brings in industry best practices and is synonymous with simplification, increased efficiency, and effective change management to help organisations looking to make a strategic leap forward.

We jointly demonstrated the product and made recommendations on scope, whilst at the same time SAP recommended PwC as the ideal implementation partner and a trusted advisor. Our approach of early user onboarding and developing a 'cloud mindset' gave users confidence and familiarity with its applications and empowered them to make important business process decisions.

We collectively worked to fit the business to the software so that no additional customisation was introduced. Forming a small team, and using the SAP Activate methodology, over an 18-week delivery schedule PwC integrated core finance processes, procurement, sales and inventory management.



We are committed to improving all aspects of the electric charging experience. In matching us with the right technology platform, and the seamless collaboration between PwC and SAP to deliver the improvements to our processes we needed, will help take us to the next level.

Making a difference

Successfully delivered on time and on budget, we were able to transform their sales, manufacturing, procurement, finance and project systems. The SAP S/4HANA ERP solution delivered the clear business benefits bp Chargemaster were looking for: integrating live processes, real time decision-making information and a reduced cost to serve the business.

By integrating the different functions of the business through the cloud platform we have established the foundations for further advanced functionalities to be deployed such as manufacturing control and customer sales and service. The enhanced user experience, and automation of tasks and processes has also released staff to focus on more strategic and value adding activities.

This will be foundational for bp Chargemaster's ongoing transformation journey. They now have a best in class and scalable cloud ERP system and have adopted industry best practices which can match their potential now and in the future.



Find out more

PwC has been recognised for its high-quality strategy and implementation work including being named SAP implementation partner of the year in 2019. To find out more visit our website:

<https://www.pwc.co.uk/services/consulting/alliances.html>

SAP S/4HANA Public Cloud is the Intelligent ERP system for today's business. Discover more about a truly modern ERP system with embedded AI and machine learning.

<https://www.sap.com/products/s4hana-erp.html>

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