

Wrocław, 06 September 2018

## Microsoft partners with Selena Group in digital transformation

*Selena is implementing globally Microsoft's modern software*

**Selena Group, one of the leading producers and distributors of construction chemicals and the owner of the TYTAN brand, uses the help of Microsoft to achieve digital transformation on a global scale. This is in line with the company's strategy based on innovation and building competitive advantage through innovative solutions. Selena has already completed deployment of its modern software in seven affiliates. This year it plans a roll-out at other Polish entities and in the United States, with subsequent countries to be included in the following years. The Microsoft's solutions have helped Selena to significantly reduce the processing of international orders.**

The key implementation objectives for Selena Group were: **improved product profitability management; standardisation of effectiveness of processes spanning multiple areas; improvement of cash flow processes and systematization of data gathered at the company.** Selena's digital transformation is founded upon a coherent ERP system and a modern working environment.

**"Optimisation and automation of activities is without doubt one of the goals we strive for as a whole Group. We were keen to automate certain processes to become independent of human errors and to build a corporate knowledge base for our existing and future employees to use. We bet on integrated and cloud-based solutions to keep investment costs down",** says **Artur Ryglowski, Management Board Member of Selena FM SA, Head of Production and Logistic Operations.**

**"For years, Selena has been proving that it has a vision and courage, often anticipating market trends. We are happy that this is what guided them when choosing the ERP system. It is also worth emphasising that Selena was one of the first companies in Poland to implement Office 365 Cloud",** says **Magda Taczanowska from Microsoft.**

The implementation of Microsoft Dynamics brings together operational processes in production and the supply chain. The best practices worked out over years by the distribution company as references for sales processes have been incorporated to harmonise financial and HR & Payroll processes. "A lot of development work, both on the system and the organisation side, is still ahead us to achieve full return on investment. **For this year, we are planning a roll-out to other Polish companies and to the United States. Then we will expand the solution to cover all our geographies",** says **Wojciech Knapik, Head of IT at Selena FM S.A.**

"Selena Group has implemented the solution simultaneously at seven companies with different profiles. This is why preparatory work, including development of a new business model, was a key element of the project. The stabilisation



phase lasted about a year. Now Selena is at the phase of advanced system development. We are also planning first implementations at our foreign affiliates”, **Daniel Olejniczak from Bonair, implementation partner of Microsoft Dynamics**, emphasised.

“When I look back, I feel reassured that choosing Dynamics for Selena Group was the best choice. We can see that Microsoft is investing heavily into this solution and we note the functional growth achieved over that time. **I am convinced that further implementations within the Group will increase our operational efficiency and will have a positive impact on our lead times, which in the future will help us reduce our operating costs,**” Artur Ryglowski adds.

To learn more, visit: [www.selena.com.pl](http://www.selena.com.pl)

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Additional information:

Selena Group is a global leader and distributor of construction chemicals and one of the three largest producers of polyurethane foam in the world. The Group's product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. The Group comprises 30 companies in 17 countries. The Group's manufacturing plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan. With its international experience gained in diverse markets, Selena Group can grow fast as an innovative company that develops new solutions adapted to increasing users' needs. Selena Group received multiple awards in the most prestigious rankings. The company was recognised by the President of Poland Bronisław Komorowski in the category “Sustainable Success” of the Polish President's Economic Awards competition and received the accolade of “Teraz Polska” in the category “Foreign Investment”. Selena's modern products of highest quality are appreciated by the Group's partners and customers in 70 countries. The Group's portfolio is topped by such outstanding brands as Tytan, Quilosa, Artelit or Matizol. In April 2008, the shares of Selena FM SA, the Group's holding entity, became admitted to trading on Warsaw Stock Exchange.