

Transform with Smart SAP S/4HANA

Success Story

LION
SOUTHERN LION SDN. BHD.

Faster Approvals, Smarter Finance: Smart SAP S/4HANA Transformation

Converting an existing SAP ECC landscape to SAP S/4HANA while preserving critical historical data is especially important for businesses to operate with flexibility.

A Smart Brownfield transformation project converting the existing SAP ECC landscape to SAP S/4HANA RISE introduced new functional capabilities and advanced automation using SAP BTP and AI technologies. The capabilities in SAP S/4HANA enable organisations to retain critical historical data and improve changes that are intended to support faster workflows, financial visibility, and process traceability.



About Southern Lion Sdn. Bhd.

Southern Lion Sdn. Bhd. is a Malaysian household and personal care company. Founded in 1987 as a joint venture between Lion Corporation Japan and Lam Soon (M) Bhd, it combines more than 100 years of Lion Japan experience with local manufacturing and market knowledge. Its factory and corporate office are located at Tebrau Industrial Estate, Johor Bahru, and its marketing office is in Kuala Lumpur.

The company produce trusted brands in fabric care, household and personal care, including Top, Bio Zip, Shokubutsu, Systema, Kodomo Lion and Fresh & White. **Guided by its philosophy of ReDesign**, Southern Lion aims to create and redesign everyday products that make daily routines easier and more enjoyable for the Malaysian consumer.





Customer's Initial Challenges and Concerns

Southern Lion needed a platform capable of supporting its growth without interrupting day-to-day operations. Its ageing SAP ECC system offered limited scalability and little room for innovation, while heavy reliance on manual processes and minimal automation, including intelligent document processing, slowed teams down. The business also had to migrate to SAP S/4HANA without losing its critical historical data, and introduce new Quality Management (QM), Transportation Management (TM) and Project System (PS) modules, all while keeping operations running smoothly.

Why did Southern Lion choose cbs?

Southern Lion chose cbs for its ability to modernise the business without disrupting operations. Through a Selective Data Transition (SDT) approach, cbs could move the company to SAP S/4HANA while protecting its critical historical data. The latest S/4HANA technologies would also position Southern Lion as an intelligent enterprise, ready to scale and innovate. Finally, the M-cbs methodology, with its best practices, gave the programme a structured and proven framework for delivery.

The Project Horizon approach

Project Horizon describes a Smart Brownfield transformation project converting from SAP ECC to SAP S/4HANA RISE, with Selective Data Transition to retain critical historical data. It also describes a parallel rollout of the SAP Quality Management (QM), Transportation Management (TM), and Project System (PS) modules.

- Using fit-to-standard governance while maintaining operational continuity.
- Supporting process optimisation through SAP Business Technology Platform (BTP) automation.
- Introducing AI-enabled document processing and robotic process automation (RPA).
- Improving workflow, transport planning, procurement, finance, and quality processes.

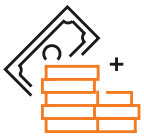
After Go-Live: Values & Benefits for Southern Lion

With the business expanding across markets and operational complexity increasing, the need for a more scalable, intelligent and future-ready digital foundation became a clear strategic priority.



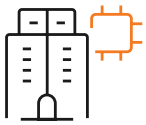
Operational Efficiency and Governance

Automated workflows now route approvals and document faster, with real-time status visibility giving teams greater control and accountability.



Artificial Intelligence Invoicing

cbs' AI Invoice Extraction Application consolidates data from varied invoice sources into one structure, **saving € 650 per 5,000 pages monthly**.



Financial Control and Insight

Southern Lion has cut invoice handling effort **from 12 minutes to 1.5 - 2 minutes per invoice**, reducing operational costs by approximately 50%. Real-time margin analysis and actual costing now give the business the visibility it needs to make confident profitability decisions.



Quality and Transparency

A centralised workflow hub with role-based approvals and real-time tracking improves visibility, control and accuracy.

Of the **56% process optimisation** achieved;

- Finance functions contributed the largest share at 40%
- Operational functions added a further 16% demonstrating broad transformation across both governance and operational execution.



A Future-Ready Foundation

Advanced automation and AI, powered by **SAP S/4HANA RISE** and **SAP Business Technology Platform**, give Southern Lion a scalable platform to grow and innovate with confidence.

Project Highlights

- cbs Advanced Integration of Document (cbs AID)
- SAP BTP Business Process Automation (BPA) and Robotic Process Automation (RPA)
- SAP Transportation Management (TM), Quality Management (QM) and Project System (PS)



A Standalone System Landscape

Project Horizon shows that a business can modernise its SAP landscape without starting again. Using a Smart Brownfield approach, Southern Lion kept its critical data and the processes that worked, and improved everything else.

Today, Southern Lion runs on SAP S/4HANA RISE with new modules, AI-driven automation and faster, clearer processes. The result is less manual work, better control of cost and margin, and a platform ready for future growth.

Ready to modernise your SAP landscape without disruption? Speak to our team at cbs to discuss about your organisation's journey to SAP S/4HANA.

cbs

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About cbs Corporate Business Solutions

We are high-performance consultants dedicated to creating global, enterprise-wide, and end-to-end digital business processes.

We work for the most amazing customers globally: Renowned, highly innovative enterprises and hidden champions of the international manufacturing, life science and automotive industry.

With our unique Business Transformation Services, we support them on their way to becoming ONE global digital enterprise.

Our solutions lead the market. Driven by passion, we are determined to fulfil being the global champion for the world's market-leading manufacturing companies.

SAP Gold Partner

Microsoft Partner
Gold Application Integration
Gold Application Development
Microsoft

SAP S/4HANA Selective Data Transition
Engagement

Involve Us

Risk-free assessment
cbs will conduct a workshop with experienced transformation consultants covering deployment options and transition approach.

Connect With Us

For free content
Stay up to date with our latest blogs, educational webinars, or project success stories by connecting with us on LinkedIn!

Ask Us Questions

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