

Birla Carbon Modernizes with Cloud Labeling and Reduces Templates by 60%



Migrates to Software Cloud and seamlessly integrates labeling with SAP

Birla Carbon is one of the largest manufacturers and suppliers of high-quality carbon black additives globally, and a flagship business of the US \$65 billion Aditya Birla Group. For more than 160 years, Birla Carbon has been at the forefront of the carbon black industry, pushing innovation and development to ensure that practically any need in any place in the world can be met. The company's footprint extends across 12 countries on 5 continents with 16 manufacturing facilities for a combined annual production capacity of over 2 million tons.



A Software customer since 2006, Birla Carbon used Software Print Server (LPS) as a global solution for all its printers and labels. As part of its cloud-first strategy, Birla Carbon modernized its labeling solution by migrating from LPS to Software Cloud.

Birla Carbon also maintains dynamic data for approximately 40 different inventory and shipping labels in SAP.

Challenges and Solutions

Cloud First Business Strategy

Easily migrate label templates to the Cloud

At Birla Carbon, labeling is a business-critical function. If they can't print labels, they can't ship their products. So, it was important that the migration go as smoothly as possible, with minimal disruption to daily business operations. When it came time to migrate, Loftware provided the necessary tools and technical support to facilitate and quickly streamline platform migration. Once that process was complete, the company had a clear picture of everything that was in the system and what was extracted. Once all the templates were in place in Loftware Cloud, that step also helped reveal dozens of legacy labels that were no longer in use. Thanks to the migration, Birla Carbon was able to reduce the number of label templates in the system from 100 down to 40.

"During our migration to Loftware Cloud we identified several stale templates which enabled us to reduce label templates by 60%."

— Matilde Quaglia, Regional IT Coordinator EMEA, Birla Carbon

Seamlessly integrate Loftware Cloud labeling with SAP

In LPS, Birla Carbon used a file-drop process to transfer labels from SAP to the label printing system. When the company migrated to Loftware Cloud, it was able to easily update the process it already used in LPS by using the Universal Connector. The IT team handled label testing, just to make sure the process worked properly, and they were able to move seamlessly from one system to the next, without disrupting label printing.

Getting employees up-to-speed on the new system

Birla Carbon used Loftware's Online Academy to train all its geographically dispersed team members so they could use the new system as quickly as possible. According to Matilde Quaglia, Regional IT Coordinator EMEA at Birla Carbon, using the online training system made it possible to train employees in every time zone easily and efficiently. "We decided that the Academy was the best solution because everyone could start the training at their own pace and when they had sufficient time to do so," she says.



[Visit our SAP web page for more info about integration with SAP](#)

Results

Reduce IT burden and ensure business continuity

Another benefit of moving labeling to the Cloud is the ability to extend labeling system access to a wider group of employees and significantly reduce IT burden. Streamlining operations, IT helped minimize the risk of system failure and production downtime by empowering business users to troubleshoot printing issues locally. Prior to the migration, only two employees could access and maintain the labeling system. Now, using Software Cloud's web-based access and role-based access control, Birla Carbon has extended system access to regional coordinators in its various manufacturing sites across their enterprise. Coordinators can check printer and queue status, conduct basic troubleshooting, and even fix printer issues themselves, which keeps production running across multiple time zones.

"Extending labeling system access across various manufacturing sites has enabled Regional IT Coordinators to conduct a variety of checks and balances without placing the burden on the SME."

— Matilde Quaglia, Regional IT Coordinator EMEA, Birla Carbon

More Cloud on the horizon

Looking ahead, Birla Carbon is expanding its cloud environment. The IT team is also considering a multi-site Software Cloud implementation, so they can have a local instance of the labeling system that can function as a backup in the event of a server or internet disruption.

After successfully migrating from LPS to Software Cloud, Matilde Quaglia also has some advice for companies that are in a similar situation. "It's important to plan in advance," she says. "Take a good look at your label templates and make sure you reduce the number of templates ahead of time. The fewer the templates, the easier the migration."

By migrating from LPS to Software Cloud, Birla Carbon was able to:

- Reduce label templates by 60%
- Ensure continuity of business-critical labeling operations at various manufacturing sites
- Reduce downtime and necessary IT resources with web-based access and role-based control
- Empower its Regional IT Coordinators to troubleshoot and fix label printing issues to keep production running smoothly across different time zones



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