

Case study

JC Decaux

Precise and complete extraction to facilitate M&A for the world's largest outdoor advertising company



About the customer

COMPANY:

Multinational firm that pioneered the bus-stop advertising system and is the world's largest outdoor advertising company.

INDUSTRY:

Outdoor Advertising

PRODUCTS:

Outdoor advertising platform: billboards, street furniture, transport advertising, kiosks, public bicycle rental systems

SIZE:

CAC Mid 60 Component
3.4 million Euros in revenue
13,000 employees
1.1 million advertising panels in over 75 countries

SAP System:

ECC 6.0 EHP6

M&A purchased subsidiary scope:

4 company codes
160 reports
519 tables
52,280 documents

Business Need

JC Decaux Group completed their acquisition of Corporación Europea de Mobiliario Urbano SA (CEMUSA, Spanish operation only) in 2015. CEMUSA, an outdoor advertising subsidiary of Spanish construction group: Fomento de Construcciones y Contratas SA (FCC), has 43,000 advertising panels in street furniture and transport advertising. This business purchase immediately added 4% more panels in key cities and transport hubs to JC Decaux's portfolio extending their reach and expertise to further support outdoor advertising. As part of the successful merger and acquisition (M&A), JC Decaux also needed to have full ownership and complete access to the data, documents, and reports produced only by CEMUSA Spain. All of these sit within or are a part of FCC's SAP ECC system which also includes other subsidiaries and CEMUSA Portugal that are not part of the M&A. Therefore, it is important to only extract the specific and correct subsidiary content meticulously. The data, documents, and reports extracted should also be precise, consistent, and reliable in case of audit and for future tax audits.





Solution

- Extracted all the data of these companies from a SAP ECC system, but these data being absolutely circumscribed to these companies alone.
- Utilized the TJC Audit Extraction Cockpit (AEC) software which permits a complete but very precise extraction of data.
- Ran accounting reports for all the subsidiaries and all the printings were stored in a PDF format.
- Extraction of all the documents stored in the SAP ECC system in connection with purchased subsidiaries.
- All the data, documents and reports of the specific acquired subsidiaries were stored in an external hard disk in flat file formats.
- Loaded in a TJC software in order to browse them (multicriteria access) and retrieve information organized in a logical way with data and documents linked together.



Results

- Data, documents and reports completely extracted for purchased subsidiaries and only for them.
- Data, documents and reports stored in flat files but also in a software to easily browse them and retrieve quickly the information in case of audit.



The AEC solution allowed us to completely cut the cord with the FCC SAP System (group of the acquired company) and retrieve all the necessary information. This was accomplished without the need to reload the historical information into our own SAP system which supposedly was a very heavy and much more expensive project. AEC is therefore our guarantee to be able to answer any of the requirements of our auditors and to be able to consult historical information in an efficient way while keeping the security that no information can be altered.

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