



---

## **PRESS INFORMATION**

Ledbury, October 27<sup>th</sup> 2009

### **West Trax GOLD Quality Award for Coty Inc**

-  West Trax is pleased to announce the first winner of a Quality Award in Gold for the Consumer Goods industry
-  Coty Inc Wins Gold for SAP excellence

**The West Trax Quality Award recognizes enterprises whose SAP systems have achieved a superior level of performance, within their market sector, as measured by defined KPI's. An official quality certificate allows them to demonstrate the effectiveness and efficiency of their SAP systems.**

**Coty's SAP system has satisfied the certification criteria to qualify for a Gold Quality Award! Beside Coty only 3, of more than 900 SAP systems analyzed to date worldwide using the West Trax KPI Scan methodology, have qualified for a Gold Quality Award.**

Coty Inc. is one of the world's largest and most successful fragrance companies that delivers innovative products to consumers in 91 markets worldwide. Transparent and clear business processes are one of Coty's major factors for success. To make sure those business processes are supported in an efficient and effective way by Coty's IT, Dave Berry, senior vice president and Global CIO of Coty Inc. has established a successful program to optimize the usage of their SAP system.

Coty chose the West Trax KPI Scan<sup>®</sup>, KPI Optimiser<sup>®</sup> and KPI QA<sup>®</sup> SAP optimization solution that provided a detailed understanding of Coty's SAP system usage. The initial KPI Scan<sup>®</sup> results highlighted several key areas for improvements. Berry decided to exploit these optimization opportunities through a West Trax KPI Optimiser<sup>®</sup> analysis. The Coty SAP team consequently implemented the resulting recommendations and followed this up with a West Trax KPI QA<sup>®</sup> analysis to verify that the changes had been effective. As a result Coty has now qualified as the first West Trax Gold Award Winner in the Consumer Goods industry worldwide. Of more than 900 systems analyses performed to date by West Trax, the Coty system is only the 4<sup>th</sup> to achieve this level of excellence.

"The West Trax technology has provided a window into the internal operations at Coty", says Dave Berry, Global CIO at Coty. "Running 18 countries on a single instance of SAP is in itself a challenge, and the West Trax analysis provides us a methodology to maintain and control the environment. In fact, the results of the scans we have done have given rise to executive management supporting the need to curtail country specific enhancements to

SAP ERP that in the end, have proven to be 50% unused over time, and has cost the company money, time, and poor use of the information management resources.”

Coty qualified for GOLD in 5 of the 7 award disciplines measured by West Trax, establishing 4 new Measured Best Practices values in the process. This is one of the best results achieved to date in any West Trax analysis.

Diana Bohr, CTO of West Trax International, states, “Coty has done a terrific job of optimizing their SAP system. As a result we are delighted to be able to congratulate the Coty team and present them with their West Trax Gold Quality Award!”

**Biography link:** Please find Dina Bohr’s biography and picture by clicking on the following link: [www.westtrax.de/Bios/bio\\_dbohr.zip](http://www.westtrax.de/Bios/bio_dbohr.zip)

### **About Coty Inc.**

Coty was created in Paris in 1904 by Francois Coty who is credited with founding the modern fragrance industry.

Today, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 90 markets worldwide.

### **About West Trax**

**West Trax is** a service provider delivering management consulting and IT consulting services. Founded in 2003, the company combines many years of international experiences in the professional services business with state-of-the-art technology. **With KPI Scan<sup>®</sup>, KPI Optimiser<sup>®</sup>, KPI QA<sup>®</sup> and Benchmark Express<sup>®</sup>**, West Trax offers solutions that help to increase the efficiency of corporate processes and the performance of IT infrastructures. West Trax focuses on global SAP system optimization. More detailed information can be found under [www.westtrax.com](http://www.westtrax.com)

Postal Address:

**West Trax International Ltd**

PO Box 48

Ledbury

HR8 2ZR

T: +44 (0) 1531 670325

M: +44 (0) 7774 808694