

Case Study



Company profile

PUMA is one of the world's leading sports brands for footwear, apparel and accessories. For more than 70 years, PUMA has tirelessly driven sport and culture by developing fast products for the fastest athletes in the world. PUMA distributes its products to more than 120 countries and employs approximately 16,000 people worldwide. Its headquarters are in Herzogenaurach, Germany.

Technologies

 PowerApps

Microsoft Power Platform drives digital innovation of business processes at PUMA

Challenge

- Implementation of a low-code/no-code platform to enable a quick and cost-effective development of business apps
- First app in development with novaCapta is intended for mapping the sub-process of "labeling & packaging"
- This new app should replace the previously used SharePoint solution and must be optimally integrated into the new IT landscape

Solution

- Microsoft Power Platform for Low-Code/No-Code Solutions
- Center of Excellence for optimal integration of the Power Platform
- Model-driven Power App for the process of "labeling & packaging"

Benefits

- novaCapta support during implementation and onboarding of employees to the Power Platform
- Monitoring of the entire Power Platform via a central Control Center (Center of Excellence)
- Specialists, designers or decision-makers – all relevant stakeholders have access to the new app

PUMA has been using Microsoft 365 worldwide since 2015. In order to be able to create a wide variety of business apps in the future, the IT landscape had to be supplemented with another Microsoft component: the Power Platform. The Power Platform comprises various technologies that can support companies in the digital transformation of their business processes with no-code/low-code solutions.

Safety first with the Center of Excellence

Even though the Power Platform is ready for immediate use, the first step was to ensure that PUMA would not only be able to keep track of the various applications and automated processes in the future, but would also be able to monitor at any time who created them and in which environments they are located. Therefore, a kind of „central Control Center“ was needed to track all applications in one central location. The solution was the

Business process as an app

As a sports company PUMA primarily produces shoes, textiles and accessories. These products usually include other components, such as shoe boxes, hangtags or labels. These product components are defined in the process of „labeling & packaging“. Their designs are created, samples are made and ultimately, they can be released for production. Together with novaCapta, the previous solution on SharePoint was to be replaced by a modern business app. To achieve this, the approach of a model-driven app was chosen because it allows for data models that are particularly suitable for complex and sophisticated business applications. A canvas app was integrated to customize the user interface and thus increase usability. In order to add further functions that go beyond the standard, the app was adapted with the Power Platform Component Framework.



“Speed and ease of use are important factors to make process digitalization successful. Power Platform has enabled us to bring isolated data together at speed which has helped to digitalize PUMA’s business supporting processes efficiently.”

Parikshit Kulkarni – Senior Solution Architect IT Digital Workplace Solutions, PUMA SE

Microsoft Power Platform Center of Excellence Starter Kit. Using this, novaCapta fully adapted the process for risk analysis of apps and workflows to PUMA’s specific requirements, added terms and conditions, and implemented further functional enhancements. Further customizations are planned in future project steps.

The new app is designed to guide product line managers, designers and decision-makers step by step through the entire process. Here, for example, layout templates can be uploaded, votes taken, or samples can be requested. In addition, individual articles can be marked as seasonal articles, e.g. for special packaging. The app takes into account that decision-makers, for example, are given different authorizations than designers.

After an initial test phase with 30 users the app was finally activated for all intended users and is already in productive use. Now novaCapta takes over the support, ensuring smooth functionality of the app and adding further features on request.

Digital innovations of business processes

Thanks to the Microsoft Power Platform, PUMA benefits from customized services that can be created without major development effort. The new business processes can be flexibly expanded, further developed, scaled and centrally tracked via the Center of Excellence.

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