



MA Case Study: A Decade of SAP Talent Delivery Supporting Moët Hennessy's Enterprise Systems

Ten Years of Growth With MA's
SAP Contract Staffing Solution

Partnership Timeline

- **Year 1: Initial Engagement**

MA began supporting Moët Hennessy with 12 SAP and enterprise systems contractors across FI/CO, SD/MM, ABAP, R/3 development, EPM (Essbase, TM1), and technical support.

This initial phase established delivery credibility and built the foundation for a long-term partnership.
- **Year 4: Expansion Phase**

The partnership expanded to support evolving enterprise systems requirements.

Five targeted placements were delivered across SAP FI/CO, EPM, project management, and leadership, reflecting a shift toward deeper functional and programme expertise.
- **Year 5-6: Accelerated Growth**

As system complexity increased, placements rose by 80% (from 5 to 9), including 8 new contracts and 1 extension.

MA's support expanded across SAP technical, functional, and transformation initiatives.
- **Year 7+: Optimization & Continuity**

The focus moved from scaling headcount to retaining high-performing consultants, extending assignments, and preserving institutional knowledge within a complex enterprise environment.

Case Overview

Since 2011, MA has supported Moët Hennessy Information Systems, the technology division of the LVMH Group's global wines and spirits business, with specialist SAP and enterprise systems talent aligned to its evolving technology landscape.

Across 10+ years, 26+ professionals were delivered spanning implementation, expansion, and optimisation phases, transitioning the relationship from tactical hiring to sustained enterprise systems support.

Business Objective

Enable Moët Hennessy to scale specialist SAP and enterprise systems capability in line with system expansion, while maintaining continuity, stability, and institutional knowledge.

The Challenge

As Moët Hennessy's enterprise systems matured, hiring requirements shifted. Early phases required rapid scaling to support implementation and expansion.

Later phases demanded optimisation, stability, and retention of system knowledge.

The pressure points:

- Increasing SAP landscape complexity
- Need for consultants able to integrate immediately into established systems
- Growing importance of continuity over volume
- Longer project lifecycles and transformation initiatives

The focus moved from high-volume hiring toward securing experienced consultants capable of long-term contribution within a mature enterprise environment.



The Approach: A Long-Term SAP Talent Continuity Model

MA developed an embedded delivery model aligned with Moët Hennessy's evolving enterprise systems landscape.



Targeted SAP Network Development

- Built and maintained a curated network of SAP professionals aligned to Moët Hennessy's core system landscape.



System Knowledge Retention Strategy

- Prioritised contractors with existing organisational and architectural familiarity to reduce onboarding risk and maintain operational continuity.



Expansion-to-Optimisation Transition

- Adapted hiring strategy as system maturity increased
- Shifted from scaling headcount to supporting optimisation, support, and programme leadership roles.



Long-Term Contractor Engagement

- Encouraged assignment extensions and continuity planning to protect institutional knowledge and reduce disruption across enterprise systems.

Expertise Coverage

Delivered specialist talent across SAP functional, technical, and enterprise systems domains, including:

- SAP FI/CO
- SAP SD/MM
- SAP CO (Controlling)
- ABAP Development
- SAP R/3 Development
- Essbase
- TM1 / IBM Planning Analytics
- SAP Project Management (FI/CO & HR support)
- Enterprise Tools Support Project Management
- Enterprise Systems Consultancy
- Excel / Access Consulting
- PHP Development

Partnership Snapshot

- 10+ years continuous collaboration
- 26+ SAP & enterprise systems specialists delivered
- 80% placement growth during expansion phase
- Multi-phase support across implementation, expansion & optimisation
- Long-term contractor retention strategy

Results

Partnership Growth

- **80% increase** in placements during expansion phase (5 to 9 placements in 12 months)
- **26+** SAP & enterprise systems professionals delivered across 10+ years
- **Multi-phase support** spanning implementation, expansion, and optimisation

Delivery Evolution



Partnership Scale

- **10+ years** continuous collaboration
- Support across **12+ tech domains**
- Transition from transactional hiring to **embedded delivery support**

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