



Endomarketing

Quattor is inspired by Fernando Pessoa to address SAP

Project has precise time for closing: 365 days and 5 hours.

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“Sailing is necessary, living is not necessary” (Navegar é preciso, viver não é preciso). The sentence taken from Fernando Pessoa’s well-known poem is serving as an inspiration to SAP implementation project team and employees at Quattor, one of the great global players in the market of basic chemical products, and polyethylene and polypropylene resins, with headquarters in Rio de Janeiro, Brazil.

“The mathematic precision that involves navigation associated to the imprecision of human living was also at the top of the discussions we had with the company’s IT team and management,” said Lucelio de Moraes, Public Affairs Manager for Quattor. “This dichotomy is generating debates, which are common to the interpretation of the famous sentence, and this is very positive, because they attract the attention of the implementation team and future users to an essential point, the implementation time: if we discount five hours of the presentation meeting, we have exactly 365 days to accomplish,” completes Moraes.

Campaign

The new SAP ERP platform will allow Quattor to integrate their 11 sites to the headquarters located in Rio de Janeiro, and also to the operational base in São Paulo. The company’s implementation team is assisted by Deloitte Consulting, which brought some parts of the movie *“1492: Conquest of Paradise”*, directed by Ridley Scott, for the launch day. “Our syntony with Deloitte team is being very intense. We will reach mainland at the agreed time,” says Quattor’s Public Affairs Manager.

In addition to the communication materials, such as newsletters, bulletin boards and banners, the campaign for the internal audience is



supported by an online tool (hotsite) that shows, in a dynamic fashion, the project detailing, critical paths, work teams, and the time adherence curve, more known as the S Curve. The tool was developed by Brasilis Marketing. "Another important message of the campaign is associated to the crew teamwork, but we cannot give more details so we can ensure the surprise effect," says Morais.



Hotsite homepage draft which is being developed for SAP implementation campaign at Quattor

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