



Dongguan LC: Unifying global operations to fulfill a digital mission that balances joy and intelligence

Founded in 1964, Lung Cheong Group produces a wide range of smart, educational, and electronic products sold in over 100 countries. In 2004, it established Dongguan LC Technology Co. Ltd. as its R&D and manufacturing hub—it is now a global leader in intelligent toy production.

With a mission to bring more joy to children, the group grew into a global business. But this rapid growth also increased data complexity from having financial and business data scattered across legacy systems. Looking to optimize on-time deliveries while meeting global compliance requirements, Dongguan LC sought to unify its operations. By adopting a modern technology foundation in the cloud, the company would be able to support global expansion and drive innovation around bringing “learning through play” to life.





Unifying global operations with SAP Cloud ERP and SAP Document and Reporting Compliance for SAP Cloud ERP

Before: Challenges and opportunities

- Poor integration and limited visibility from scattered financial and business data across legacy systems
- Inefficient and nonstandardized processes, impacting customer satisfaction and compliance
- Support for global expansion and long-term growth using a unified digital foundation

Why SAP

- Cloud-native architecture, rapid deployment, and scalability from SAP Cloud ERP solutions
- Smooth compliance with regional regulations using SAP Document and Reporting Compliance solution for SAP Cloud ERP
- SAP Cash and Liquidity Management application, version for China, tailored for local needs to boost operational excellence
- Consistent and timely support from SAP teams to help ensure seamless implementation

After: Value-driven results

- Enabled comprehensive visibility from a unified data foundation, integrating finance and business information
- Strengthened global compliance, standardized processes, and improved efficiency
- Remained current with updates and ready-for-future feature rollouts through collaboration
- Streamlined the quote-to-cash process, improving delivery accuracy, accelerating cycle times, enabling faster market response, and boosting competitiveness
- Simplified the order fulfillment process

“By adopting SAP Cloud ERP, Dongguan LC integrated its finance and business operations and unified global data management. This **improved overall efficiency** and significantly enhanced order and payment accuracy and speed.”

Ning Jianqiang, IT Manager, Dongguan LC Technology Co. Ltd.

99%

On-time deliveries achieved

25%

Reduction in IT expenditure

35%

Of business and finance processes simplified

Dongguan LC Technology Co. Ltd.
Dongguan, China
www.lungcheong.com

Industry
Industrial manufacturing

Products and services
Toys and education

Employees
>2,000

Revenue
US\$64 million

Featured solutions
SAP Cloud ERP, SAP Document and Reporting Compliance for SAP Cloud ERP, and SAP Cash and Liquidity Management, version for China



Accelerating time to value using comprehensive support from SAP

Throughout the deployment journey, Dongguan LC benefited from a dedicated customer success manager as a single point of contact to address and resolve issues.

The Technical Support team from SAP provided continuous real-time support channels, helping Dongguan LC enhance system capabilities and new-feature adoption and stay current with the latest update.

And finally, customer care support from SAP provided project guidance and timely advice on product-related questions, which were critical to keeping to the planned go-live schedule.

With a unified data foundation that integrates financial and business information, Dongguan LC now has comprehensive visibility to enable more-agile decision-making. It has strengthened global compliance and standardized processes, leading to greater efficiency. Additionally, it streamlined both the quote-to-cash and order fulfillment processes, which improved delivery accuracy, accelerated cycle times, and enhanced responsiveness to market demands—ultimately boosting competitiveness.

