

SAP Sales & Distribution (SD) Central Key User / Business Analyst for APAC Region

Your tasks

Process improvement:

- Coordinate planning, execution, and evaluation of processes for stakeholder requests to ensure consistency and efficiency.
- Serve as a key position to consolidate and represent APAC BU Sales requirements globally within a single ERP system.
- Drive cross-functional collaboration to align regional needs with global standards and system capabilities.
- Support continuous improvement initiatives to optimize workflows and enhance user experience within the ERP environment.

Change & Demand management:

- Specify, evaluate, and approve demand requests to ensure alignment with stakeholder requirements, business objectives, and Continental's strategic direction toward a standardized ERP landscape.
- Conduct testing and validation of system enhancements prior to deployment in the productive SAP environment.
- Collaborate with cross-functional teams to implement improvements and maintain system stability.
- Consult stakeholders to ensure compliance with global standards and best practices during change management and system updates.
- Process tickets related to system errors or service requests in the BMC Helix ticketing system.

Consulting, Training and Collaboration:

- Support and advise decentralized key user organizations (LKU in sales and plant locations worldwide) to improve and enhance processes, with a focus on APAC.
- Organize and deliver system training sessions for GSS key users worldwide, including preparation of documentation in multiple formats (OneNote, PowerPoint, video).
- Plan, organize, and actively participate in international key user meetings to foster collaboration and standardization.
- Maintain regular alignment with CKU of other SAP modules (Finance, Controlling, Purchasing) to ensure integrated process flows.

Authorization:

- Manage SAP authorization and role assignments in compliance with the 8th EU Directive and audit requirements.
- Assist in annual global reviews of critical SAP authorization analysis to ensure system security and regulatory adherence.
- Provide support for reporting requests, delivering accurate account-level figures for business analysis.
- Ensure alignment with global standards and best practices for



Job ID
REF99571V

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

authorization management and data integrity.

Projects:

- Participate in upcoming projects involving organizational change management, project management, specification, implementation, and rollout (e.g., S/4HANA project Grip4T).
- Provide consulting and representation for the business organization in international IT projects, ensuring requirements are met.
- Collaborate with global teams to align project deliverables with business objectives and system standards.
- Support testing, documentation, and deployment activities during major system upgrades and rollouts.
- Act as a key position between business stakeholders and technical teams to ensure smooth project execution.

Your profile

Education/Certification: Degree in business sciences or information technology

Professional experience:

- Several years of experience in sales, sales related or sales supporting (e.g. IT) functions
- Experience in SAP SD requested, good overall business process knowledge (Order 2 Cash)

Project and/or Process Experience:

- Experience in leading projects and able to lead / facilitate process improvements.
- Structured and analytical work approach and ability to work independently.
- Experience of travelling world wide (focus on APAC) and willingness to travel.

Interculture/International Experience:

- Good interpersonal and communication skills (e.g. Business English, Presentations) to interact with external and internal stakeholders.
- Intercultural sensitivity and experience of working in intercultural teams.

Our offer

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About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.

Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.