



# BECAUSE YOUR COMPANY IS WHAT REALLY COUNTS

Small Enterprises Count on SAP® Business One –  
Insights, Experiences, Perspectives





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Dr. Michael Schmitt  
Senior Vice President  
SME EMEA Central



## THE RIGHT TOOL FOR THE JOB

You are responsible for a small enterprise and know how to make the most out of the opportunities presented to you. Your company is simply more agile than others. You respond to the needs of your customers with innovative products and services. And you use innovative business models to penetrate market segments that some larger companies haven't discovered yet.

Individuality and agility are the cornerstones of your success. And, with the right solution for the Midmarket, you can expand your horizons. You create lean and transparent business processes that increase customer satisfaction, accelerate the time-to-market of new products, and ultimately increase your profit margins.

SAP® Business One is the software solution to take you where you need to go. It is tailored exactly to your company's requirements and provides the flexibility that you expect. SAP Business One can be implemented within a matter of days and adapted precisely to your specific business processes.

SAP Business One helps you retain what gives you the edge – your individuality and agility. At the same time, you benefit from the future security and continued success of SAP. Three decades of expertise in business management software and technology is a track record you can rely on!

On the following pages, you can learn more about SAP Business One – the right tool for your business.

Two handwritten signatures in blue ink. The signature on the left is 'M. Schmitt' and the signature on the right is 'E. Duffaut'.



**Small enterprises count on  
SAP Business One – insights,  
experiences, perspectives.**

## IT'S ALL ABOUT THE BUSINESS PROCESSES



Small enterprises are synonymous with innovation and, consequently, with growth and employment. However, even the best idea will quickly run out of steam if it is not supported by fully integrated business processes. Successful products and services require smooth interaction along the entire value-added chain. Functions for marketing, purchases, customer management, and financial accounting must be in harmony with sales, materials planning, production, and warehouse and stock management. Furthermore, customers and partners must not be left out of the equation. Because this is the only way to translate the spirit of innovation into profit.

### **Speeding Things Up and Saving Time and Money**

The most important prerequisite for fully integrated business processes is fast, secure, and uninterrupted data flows, which can be realized via a comprehensive enterprise resource planning (ERP) software application. This provides management and employees with a common control center where they can view and manage all business processes securely. Automated processes generate additional rewards – suddenly, everything from order

issue, purchasing, and production to dispatch and invoicing moves faster. There is no need for intermediate paper-based steps, and valuable time and money can be saved. That simplifies business and creates new room for growth. Companies work more productively and cost-effectively and, in doing so, make a sizable contribution to customer satisfaction.

### **Decisions Require a Clear View**

So does integrating the full gamut of processes guarantee long-term success? Unfortunately, it's not that easy, because the process also involves setting a strategic course and constantly adjusting it. This requires reliable and seamless analysis of all performance data and business figures. A corporate software solution with user-friendly analysis and reporting functions can be of help here. Sound business key performance indicators and powerful reports on sales results, customer relationship management, or the delivery reliability of partners show, at a glance, whether everything is running smoothly or intervention is required.

### **Added Value Without Risks**

SAP® Business One is a comprehensive ERP application that can handle all the requirements of small enterprises. It also enables a quick ROI, since it provides added value without posing an investment risk. It saves on resources, thanks to the short implementation time required and the fact that costs can be planned securely. Depending on company size, the application can be implemented within a matter of days, enabling companies to reap the benefits of SAP Business One straightaway.

This small-enterprise application is designed so that any required additional functions and applications can be integrated easily. Support is provided by a constantly expanding network of experienced SAP partners. These partners are familiar with the industry-specific requirements of small enterprises and provide more than 250 supplementary individual functions.

**And how does that work in practice?**

**On the following pages you can learn how small enterprises work with SAP Business One – with great success!**

## LINES OF COMMUNICATION – RETAIL (PORTUGAL)



**“WHEN A COMPANY CONSOLIDATES A MARKET SHARE AND STILL WANTS TO EXPAND, IT HAS TO INVEST IN NEW, EFFICIENT MANAGEMENT TOOLS TO EFFECTIVELY CONTROL ITS DAY-TO-DAY OPERATIONS.”**

António Lourenço, Manager, Algarsonic Lda.

**The Portuguese communications sales and service firm Algarsonic Lda. is small but growing rapidly. To expand beyond its current market share, it needed a solution that could accurately keep track of stock, service technicians, and profitability.**

As the exclusive distributor of Panasonic’s professional communication, image, and telecommunications line for the Algarve and Baixo Alentejo regions of Portugal, Algarsonic Lda. has become a major local business force. Based in Albufeira, the company boasts such clients as large corporations, banks, schools, photocopy centers, and local government authorities.

Experiencing accelerated growth in its two main business areas of sales and technical assistance, Algarsonic has moved to new headquarters with a large showroom. That move not only reflected the company’s expansion, it also led to the adoption of the SAP® Business One application.

António Lourenço, manager of Algarsonic, explains the logic of the choice: “When a company consolidates a market share and still wants to expand, it has to invest in new, efficient management tools to effectively control its day-to-day operations.” SAP partner Algardata SA provided

several demonstrations of the SAP application to company management, showing how it could be flexibly adapted to the specific needs of a small company such as theirs.

Following the 25-day implementation by Algardata, Algarsonic saw that it could finally realize its long-time twin goals of managing equipment maintenance carried out at customer locations and calculating the cost/benefit ratio of its contracts.

The application’s real-time delivery of information enables the company to track which jobs are in process at any time and what their status is. Equally important, dispatchers can now easily identify which technician is nearest a client requesting assistance, which increases efficiency and cuts response time. The application’s stock-control functions accurately record the stock situation of parts and equipment.

“These capabilities, together with the establishment of business rules that can be controlled through authorizations and alerts, allow us to work without fear of making mistakes when serving a client or figuring what price we should charge,” says Lourenço. “The solution also helps us to be more responsible in our work, because we have to follow those rules, and because a service order must be carried through to the end.”





**Algarsonic Lda.**

**Albufeira, Portugal**

**[www.algarsonic.pt](http://www.algarsonic.pt)**

- Sales and technical service of communications equipment
- 5 employees

**Main Benefits Provided by**

**SAP® Business One:**

- Real-time information on the status of service jobs and the location of technicians
- Accurate tracking of stock
- Calculation of the profitability of contracts

**Implementation Partner:**

**Algardata SA**

## A STEP AHEAD – CONSUMER PRODUCTS (UK)



**As a leader in a rapidly expanding market, A. Algeo Ltd. (Algeos), an English supplier to the foot-care industry, found that it had outstripped the capabilities of its office system. It needed an expandable solution that would provide improved stock control and fast, accurate financial reports.**

Founded in 1881, Algeos has become one of the UK's leading suppliers to the orthopedic and foot-care industries. Yet as the business continued to expand, Algeos reached the point of outgrowing its financial software. According to Alan Sheridan, managing director, "The system was

slow and we couldn't produce needed reports. And we also wanted to bring in functionality such as a bill of materials and handling of imports and exports."

Billy Howard, the company's accountant, discovered the SAP® Business One application online and asked SAP partner OneBusiness for a demonstration. Algeos liked the application especially the integrated customer relationship management functionality. "Although we are a very market-driven company, we don't have our own sales force," explains Howard, "so how we manage our customers is crucial."

The implementation by OneBusiness, including six months of data cleansing and testing, quickly delivered better stock control: sales grew by over 25% without a significant increase in inventory of the company's 7,500 products, a mix of fast- and slow-moving items. According to Howard, "The new forecasting facilities help us anticipate demand more accurately and stock more intelligently, so we can optimize our stock levels."

Since it has no sales force, Algeos relies on direct mail, catalogs, and exhibitions to generate sales. Here, the application's strong drill-down functionality helps boost customer service. "It's easy and quick to find information, which means we can answer customer inquiries or resolve problems much faster, saving time and effort and providing better service," notes Howard.

The new application also improved the handling of foreign exchange transactions, and it helped Algeos integrate a company it acquired. "We were able to load their data directly into the software and accommodate the increased level of transactions without increasing staffing," Howard comments.

For the near future, the company is also looking at bar coding and integrating the new application with its telephone system. Says Howard, "When customers call, details of their account and orders will be automatically presented to the representatives taking the calls. Consequently, they'll be in a much better position to satisfy the customers' requirements, whether they have a question, want to place an order, or have a problem."

**"I WOULD RECOMMEND SAP BUSINESS ONE TO ANY COMPANY. IT'S VERY FRIENDLY AND EASY TO GET TO GRIPS WITH. IT'S VERY STABLE, IT'S COMPREHENSIVE, AND WE CAN HAVE COMPLETE CONFIDENCE IN THE INFORMATION WE GET FROM IT."**

Billy Howard, Company Accountant, A. Algeo Ltd.



**A. Algeo Ltd.**  
**Liverpool, England**  
**[www.algeos.com](http://www.algeos.com)**

- Components and service for the foot-care industry
- 35 employees

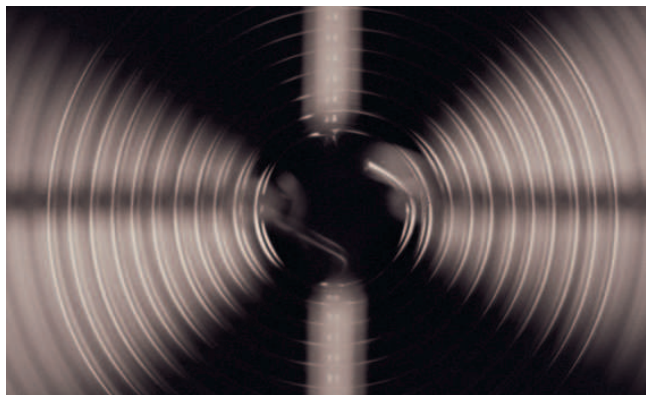
**Main Penefits Provided by  
SAP® Business One:**

- Improved stock control resulting in a steady stock level despite a 25% increase in sales
- Improved customer service from integrated, easily accessible data

**Implementation Partner:**  
OneBusiness Ltd.



## A BREATH OF FRESH AIR – MACHINERY, ENGINEERING & CONSTRUCTION (NETHERLANDS)



Based in the Netherlands in the busy town of Geleen, DHG Group has built a thriving business manufacturing air-handling systems that help to soundproof bars and pubs and soundproof enclosures for the cooling equipment of supermarkets, butcher shops, and bakeries. The 10-employee company has a reputation for delivering its sought-after products quickly. The company's IT system had a reputation for delivering something else: headaches.

“With the inefficient accounting system we had before, even simple administrative routines had become very complex,” recalls Linda Hesen, financial administrator of DHG Group. “Because of this situation, creating financial documents and reports was very difficult and time-consuming and only possible for one person – me. That system robbed us of time and energy.”

A trade show near DHG headquarters changed all that. At the show, DHG executives were introduced to ERP2, an SAP business partner that recommended the SAP® Business One application as an answer to the company's IT problems.

SAP Business One has delivered significant business benefits for DHG Group. The application has increased efficiency because employees can create accurate, timely financial documents without manual processes. Because SAP Business One automatically tracks sales and inventory, employees can give customers up-to-the-minute inventory information. In addition, DHG's costs are lower because it manages inventory more efficiently. And SAP Business One improves customer service because it provides a comprehensive profile of every customer. “All data and documents relating to a customer are automatically linked by SAP Business One to a detailed history of that customer,” says Hesen.

In addition to ventilation and air-handling systems, DHG Group manufactures and sells auto accessories under the brand name of metalko. Because of SAP Business One, day-to-day operations at DHG are much different – and much better. “No more Excel sheets being passed around!” exclaims Hesen. “Now no one here will say that creating financial documents and reports is difficult – that's in the past. Thanks to SAP Business One, we've already improved our efficiency at all levels, and we enjoy the benefits of that every day.”

**“SAP BUSINESS ONE IS MUCH MORE THAN ADMINISTRATIVE SOFTWARE ALONE. IT ALSO LETS US CONTROL OUR STOCK MUCH MORE EFFICIENTLY. AND IT SAVES US TIME, WHICH GIVES US MORE TIME TO REACH OUT TO NEW CUSTOMERS, AND THAT'S WHERE THE GROWTH OF OUR BUSINESS COMES FROM.”**

Linda Hesen, Financial Administrator, DHG Group



**DHG Group**

**Geleen, Netherlands**

**[www.dhgnederland.nl](http://www.dhgnederland.nl)**

Manufacturer of air-handling systems and  
soundproof enclosures

**Main benefits provided by  
SAP® Business One:**

- Greater efficiency because employees can check current stock levels using automated sales and inventory information
- Easy access to financial records
- Employees use customer histories to provide improved service

## THE MEASURE OF SUCCESS – MACHINERY, ENGINEERING & CONSTRUCTION (GERMANY)



**Global companies need solutions that are powerful enough for headquarters, friendly enough for their smallest local offices – and that work well with each other. Endress+Hauser, a leading supplier of measuring instruments and automation solutions for the industrial process engineering industry, turned to the SAP® Business One application to integrate the company's 35 small sales locations into its global IT architecture.**

The company, headquartered in Reinach, Switzerland, has a long history of using SAP solutions to run its business operations. But its 35 small sales locations were not integrated into its corporate IT architecture. Most just used

**“SAP BUSINESS ONE WAS THE PERFECT SOLUTION TO SERVE BOTH OUR LOCAL SALES OFFICES AND OUR OVERALL CORPORATE NEED FOR CONTROL.”**

**Dr. Jan M. Olaf, Division Manager of Marketing and Sales and Executive Board Member, Endress+Hauser InfoServe**

desktop applications, which created many problems. Endress+Hauser needed a business solution that would help its sales locations efficiently manage sales and finances – but still be integrated with the corporate SAP solutions. “Our strong history with SAP led us to believe that the SAP Business One solution would best fit our requirements,” says Dr. Jan M. Olaf, division manager of marketing and sales and executive board member at Endress+Hauser InfoServe, which served as the project implementation partner.

Using the SAP NetWeaver® platform, the company seamlessly integrated SAP Business One at the sales offices with the company's common database (which maintains all product-related master data) and an electronic order interface to

transfer sales orders directly to the related production plant. In addition, the Endress+Hauser configuration engine was implemented in SAP Business One as an add-on. Within a few months, SAP Business One was implemented at sales offices in five countries.

Endress+Hauser immediately began realizing benefits from its SAP Business One implementations. Data transfer errors, particularly in transmission of order codes, were nearly eliminated because orders are electronically transferred. The maintenance effort for the distributed systems was dramatically reduced and data maintenance decreased due to the reduced data redundancies. Electronic data transfer accelerated the overall logistics chain – eliminating two days from order taking to production and two days from transferring invoices back to the sales offices, for a 30% reduction in the cycle time. The elimination of redundant application support reduced the need for outsourced maintenance, which helped the company cut costs.

SAP Business One frees users at the sales offices to do their jobs – selling products instead of entering data. “Choosing SAP Business One for our sales locations has been an excellent experience,” says Olaf. “We now have visibility into sales operations because the solution is integrated into our overall SAP landscape. And our sales personnel are back to selling products, which they like. SAP Business One was the perfect solution to serve both our local sales offices and our overall corporate need for control.”



**Endress+Hauser**  
**Reinach, Switzerland**  
[www.endress.com](http://www.endress.com)

Leading supplier of sensors, measuring devices, and automation solutions

**Main benefits provided by  
SAP Business One:**

- Increased productivity and efficiency by 10%
- Accelerated logistics chain, cutting 4 days from electronic data transfer process and reducing cycle time by 30%
- Reduced maintenance effort for distributed systems
- Decreased data maintenance by reducing redundancies
- Improved data reliability by reducing order transformation errors



## CONCRETE ADVANTAGES – MACHINERY, ENGINEERING & CONSTRUCTION (POLAND)



**It's hard to maintain financial control when you can't analyze your own figures. Polish construction company Fibre System Sp. z o.o. needed to end its reliance on an outside accountant and find a better way to assign costs and movement of materials among its various projects.**

Fibre System Sp. z o.o., a construction company specializing in concrete industrial floor placement and finishing, is involved in about 30 construction projects a year in Poland – which comes to 300,000 square meters of constructed floors.

Until recently, the company's accounting was handled by an external accounting office. However, the growing need to analyze various aspects of individual projects – such as the costs of construction, warehouse management, materials, and transportation – led management to see the need for its own internal system.

The company analyzed several solutions offered by both Polish and foreign providers before settling on the SAP® Business One application. An important determinant was the ability to create functionalities tailored to Fibre System's specific needs. Financial control before, during, and after a construction project had to include non-invoiced purchase orders, purchase orders being fulfilled, and sales invoices.

“Construction companies in Poland operate under specific legal and financial regulations,” says Tomasz Chibowski, managing director of Fibre System. “For example, we can post purchased materials as costs only after they have been sold. After some modifications, the new system allowed us to solve this problem in a simple and logical way.”

The implementation was carried out by SAP partner Omnikom. “We were able to achieve our most important aim – to make an exact and up-to-date project analysis,” says Chibowski. The cash-flow monitoring function enables Fibre System to easily control the financial aspects of each project. It can assign payments from a client according to the project's status and also according to the needs for materials procurement, salaries, or transportation costs.

**“WE WERE ABLE TO ACHIEVE OUR MOST IMPORTANT AIM – TO MAKE AN EXACT AND UP-TO-DATE PROJECT ANALYSIS.”**

**Tomasz Chibowski, Managing Director, Fibre System Sp. z o.o.**

Once all the financial data for a specific project has been entered, the margin can be precisely controlled, something not possible using the external accounting office services. Previously, there had been no simple way to account for materials remaining from a completed project or to assign materials from one project to another.

“Besides powerful solutions in the areas of special interest to us – budgeting, project control, and warehouse management – the new solution has transparent operation and a simple, user-friendly interface. We need only one person to operate it,” says Chibowski.





**Fibre System Sp. z o.o.**

**Poland**

- Construction of concrete flooring
- 25 employees

**Main Benefits Provided by  
SAP® Business One:**

- Precise financial control of individual construction projects
- Tracing and assigning of materials between projects

**Implementation Partner:**

Omnikom Sp. z o.o.

## STRATEGIC GROWTH – PROFESSIONAL SERVICES (NETHERLANDS)



**JOSS BV has come a long way. When the company started 12 years ago, it sold only office supplies. Today, JOSS provides practically every type of business product its diverse clients need. But, over the past 2 years, it became clear to management that this growing company had to make some drastic changes to stay ahead of the competition. That's when JOSS turned to the SAP® Business One application.**

JOSS's previous business solution – especially its accounting function – was causing the problem. It was slow and prone to errors. So when the company had to perform difficult accounting tasks, it often had to use an expensive consultant.

Henny Jacobs, JOSS's managing director, didn't try to solve the problem by hiring more staff. Instead, he evaluated the software and decided it had to be replaced. "The accounting function of our old software couldn't link our marketing activities to our latest sales figures," Jacobs explains. "And because of the problems with the software, we felt that our people were overburdened with slow internal processes and too much paperwork."

JOSS then set about finding an IT system that would best fit its situation and hired SAP business partner MKB Business Associates to analyze the options. After a careful evaluation, MKB recommended SAP Business One.

"It was clear that SAP Business One was right for us," says Jacobs. "It's accessible and affordable for a smaller company like JOSS. And many of our suppliers use SAP products – which means our system would be compatible with theirs."

SAP Business One has brought JOSS cost savings through greater efficiency and better communications. With SAP Business One, sales employees can easily maintain accurate sales records for each customer, enabling them to perform

their jobs far more effectively. Decision making has improved, because the solution makes financial reports available any time, and purchasing is more effective due to streamlined inventory management. The company can provide better, faster customer service using fewer employees, while customers have the convenience of ordering products online.

Jacobs believes that selling on the Internet will increase JOSS's overall sales, because many of the company's products are well suited to being purchased online. "Soon we'll be opening an online outlet, which is something we've wanted to do for a long time," he says. "SAP Business One makes it very easy to establish a link for doing business over the Internet."

**"IT WAS CLEAR THAT SAP BUSINESS ONE WAS RIGHT FOR US. IT'S ACCESSIBLE AND AFFORDABLE FOR A SMALLER COMPANY LIKE JOSS. AND MANY OF OUR SUPPLIERS USE SAP PRODUCTS – WHICH MEANS OUR SYSTEM WOULD BE COMPATIBLE WITH THEIRS."**

Henny Jacobs, Managing Director, JOSS BV



**JOSS BV,**  
**Uden, Netherlands**  
[www.joss-bv.nl](http://www.joss-bv.nl)

Business product distributor

**Main benefits provided by  
SAP® Business One:**

- Cost savings and better customer service due to greater efficiency
- More effective selling because of accurate customer records
- Streamlined inventory management, leading to more accurate purchasing
- Enhanced decision making

## THE ROAD AHEAD – AUTOMOTIVE (GERMANY)



**“WITH SAP BUSINESS ONE, WE HAVE A COMMON PLATFORM THAT ALLOWS US TO STANDARDIZE OPERATIONS ACROSS MULTIPLE GLOBAL LOCATIONS WITH TIGHT INTEGRATION AND CONSISTENCY OF MASTER DATA BETWEEN SUBSIDIARIES AND HEADQUARTERS.”**

Seija Markkanen, Financial Manager, Jungheinrich Finland

**The Jungheinrich Group of Hamburg, Germany is a company on the move. The €1.6 billion company is transforming from a truck manufacturer into a comprehensive logistics services provider.**

As part of this change, Jungheinrich has acquired numerous subsidiary sales offices in countries around the world. These subsidiaries operate independently, but the company wanted a business solution that could integrate the branches with its headquarters’ SAP® solution for enterprise resource planning (ERP) to ensure visibility and control throughout the group. Jungheinrich found the answer in SAP Business One, an integrated, affordable business management application that is easy to use and integrates readily with enterprise systems, such as the mySAP™ ERP application.

“Jungheinrich’s subsidiaries have used a variety of solutions that have not always proven to be compatible with each other,” says Seija Markkanen, financial manager for Jungheinrich Finland. “With SAP Business One, we have a common platform that allows us to standardize operations across multiple global locations with tight integration and consistency of master data between subsidiaries and headquarters.”

Jungheinrich’s unit in Vantaa, Finland served as the pilot site for the company’s implementation of SAP Business One. The Finnish office first began using SAP Business One for invoicing, financial management, and customer relationship management, then expanded its use of the application to support maintenance and service tasks. And as employees became familiar with SAP Business One, they asked for remote access to essential corporate and customer information. Jungheinrich worked with a system integrator to create a browser-based mobile sales application and, later, a service management application. “Using SAP Business One helped us to provide users with exactly the functionality they need to be more productive and efficient,” says Staats.

As the company expands its operations worldwide, more sales offices will implement SAP Business One. “Using SAP Business One, everyone in our field offices knows that we have the same software and processes,” says Staats. “We can standardize on our processes, and our headquarters will have visibility into subsidiary operations. This will provide support for strategic decisions and a bottom-line view of our financial situation at the start of each day. We are just beginning to understand all of the benefits that the solution offers. Over time, however, the more subsidiaries we equip with SAP Business One, the more our corporate visibility and control will grow.”



**Jungheinrich Group,  
Hamburg, Germany**

**[www.jungheinrich.com](http://www.jungheinrich.com)**

One of the world's largest suppliers of industrial trucks, warehousing technology, and materials flow technology

**Main benefits provided by  
SAP® Business One:**

- Increased visibility into subsidiary operations
- Enhanced corporate control via increased data accuracy throughout the group
- Support for planned integration with parent company's SAP software
- Easy data exchange between company subsidiaries
- Improved efficiency and productivity of mobile sales representatives in Finland by enabling remote access to customer data

## LOOKING FOR A REPLACEMENT – AUTOMOTIVE (DENMARK)



**“IT IS THE MOST COMPLETE AND BEST INTEGRATED SOLUTION WE HAVE HAD AND SECOND TO NONE IN PURCHASING, WHICH IS SUCH AN IMPORTANT PART OF OUR BUSINESS.”**

Peter Jensen, IT Manager, Krogslund Autodele A/S

**Hunting down spare car parts across Europe takes expert knowledge. But, as Danish replacement parts supplier Krogslund Autodele A/S will attest, it also requires an up-to-date purchasing solution to remain price-competitive in a hard-fought market.**

In the shop of Krogslund Autodele A/S – one of Denmark’s largest suppliers of spare auto parts – a do-it-yourself mechanic is waiting for a replacement headlight for his six-year-old Peugeot 306. On the phone, someone is placing an order for a 1995 Toyota Corolla exhaust system.

Krogslund Autodele was founded 15 years ago as a “service” for friends and acquaintances. As word of the company’s skills spread, Krogslund grew rapidly. Besides the head office in Odense, it now has six branches across Denmark.

The company sells a full line of spare parts – not just the common brake disks and pads but also camshaft sprockets, oil pumps, and lighting switches. The vast majority are aftermarket items because Krogslund wants to remain competitive on price. This makes purchasing an especially crucial process in a competitive market where the company must shop for auto parts all over Europe – increasingly in the east European countries.

IT manager Peter Jensen, who is also the company’s webmaster, explains why Krogslund felt it necessary to replace its existing enterprise system: “We are trying to keep administration to a minimum. The personal relationship to our customers is paramount, and the typical Krogslund employee is an experienced person who prefers to talk to the customer rather than spend hours doing administration in front of a computer.”

For the new software, Krogslund chose the SAP® Business One application, the first non-Danish-developed enterprise resource planning application the company has used. “It is the most complete and best integrated solution we have had and second to none in purchasing, which is such an important part of our business,” Jensen explains. “And we notice the difference when it comes to our bookkeeping.”

The application has been implemented in all seven stores, and also supports Krogslund’s budding e-commerce shop. There, customers can use an online configurator to find exactly the right spare part.

Krogslund next expects to move ahead with the application’s customer relationship management functions to provide more structured customer service. After that, it plans to incorporate the business intelligence components to bring management closer to the real-time status of the company.



**Krogslund Autodele A/S**

**Odense, Denmark**

**[www.krogslund.dk](http://www.krogslund.dk)**

- Supplier of replacement auto parts
- 35 employees

**Main Benefits Provided by**

**SAP® Business One:**

- Centralized purchasing for spare parts
- Integration with the growing e-commerce  
Web site



## NO TIME TO WASTE – RETAIL (FRANCE)

**The French firm Margaron needs to move fast when transporting food waste to livestock breeders. Finding recipients for each truckload and maintaining real-time communication among its roving staff is essential.**



French fodder supplier Margaron Développement SA collects food waste from breweries and other sources and delivers it to livestock breeders for feed. “Our business looks pretty straightforward,” says Florence Margaron, administrative and financial officer at the family-owned company. “But what sets us apart is that the supplier is king.”

At Margaron, the order chain does not follow the traditional sequence of a client sending an order to a distributor. Instead, the supplier notifies Margaron that a truckload of waste needs to be removed from the supplier’s site **immediately**, and Margaron must rapidly find a client to receive the material.

Not surprisingly then, the lack of adequate tracking functionality in the company’s existing system was a huge obstacle to growth. “Our tripod of the supplier, the client, and the transporter is not an easy thing to model in a standard information system. And none of the solutions I looked at really met our needs.” At one point, the firm tried a tailored solution, but its limits in terms of data processing and tracking soon showed strain.

Margaron learned about the SAP® Business One application from an airport ad and invited SAP partner Orga Buro to demonstrate it. Once Margaron had decided to use the new application, Orga Buro implemented it within a few

months. Margaron uses all of the application’s modules, from accounting and order management to customer relationship management.

The new application made work run more smoothly and effectively for the 18 staff who represent Margaron throughout France, the Benelux countries, Italy, and Spain. “Our sites are nomad sites, and our sales people travel more or less everywhere in France,” Margaron explains. “The new solution connects us all over the Internet via a single server, and we all have access to real-time information.”

**“THE MORE WE USE SAP BUSINESS ONE, THE MORE NEW POSSIBILITIES WE DISCOVER.”**

**Florence Margaron, Administrative and Financial Officer,  
Margaron Développement SA**

The sales force can enter orders from any location and track them seamlessly from start to finish. Managing client settlements is easier too, thanks to the ease with which payments can be handled. Altogether, clearer data and time savings made for a distinct improvement in productivity. “The more we use SAP Business One, the more new possibilities we discover,” says Margaron.





**Margaron Développement SA**

**Roybon, France**

**[www.margaron.fr](http://www.margaron.fr)**

- Livestock fodder
- 18 employees

**Main Benefits Provided by**

**SAP® Business One:**

- Real-time communication among traveling staff members
- Order entry and tracking from any location

**Implementation Partner:**

Orga Buro

## ENTERTAINING SUCCESS – CONSUMER PRODUCTS (GERMANY)



**Business is booming for MAS Elektronik AG. The Hamburg, Germany company is a leader in the home entertainment market, one of the few sectors showing any real growth in Germany.**

The market has attracted new competitors to the marketplace, but increased competition is no cause for concern to MAS Elektronik. The manufacturer focuses on its strengths of high quality, excellent technology, and an extremely efficient sales structure. The company's IT infrastructure is a major contributor in helping the company stay ahead of its competition. Two solutions form the backbone of all business operations: Lotus Domino for internal and global communication and the SAP® Business One application for handling all major business processes.

Its efficient software infrastructure has helped MAS Elektronik cope with expansion. Previously, financial accounting and retail were accommodated by stand-alone applications and a custom interface. The company realized that this approach to data handling and storage would no longer support its expanding business, so it decided to implement a new solution.

At SYSTEMS, an IT conference held each year in Munich, Germany, René Grässler, IT director at MAS Elektronik, was attracted by SAP Business One, the SAP solution for small and midsize enterprises. A subsequent presentation of the product had the IT director thoroughly convinced.

SAP Business One was implemented in just a matter of days. The company also implemented an interface to its Web shop so incoming Internet orders flow automatically into its business software.

SAP Business One has been both an economical and comprehensive solution. "SAP Business One meets our needs head-on," says Grässler. It plays its part in making the processes in the company much more transparent than before. Purchasing and sales processes used to be separate, manual transactions supported by paper forms that were stored in file cabinets and forwarded by hand when required.

Today, when an order is created and confirmed, a delivery note and invoice are generated, giving the warehouse the go-ahead for delivery. In parallel, the transaction is shown as an open item in accounting. If the merchandise is in stock, customers can receive their order immediately. Otherwise buyers arrange production and delivery times with the plant in China. In this case, delivery takes somewhat longer, but all the associated ordering and delivery transactions are managed by SAP Business One.

Each department can access this system and exchange data with the other divisions. The result is a significant improvement in the internal information flow. This is particularly important for MAS Elektronik, which handles all steps in manufacturing. Today, the time between placing an order and delivery averages less than 24 hours.

**“SAP BUSINESS ONE PROVIDES ENTIRELY NEW OPPORTUNITIES. THE ONLY ALTERNATIVE WOULD HAVE BEEN TO INVEST CONSIDERABLE SUMS IN ADDITIONAL STAND-ALONE SOLUTIONS. OUR INFRASTRUCTURE MADE THIS POINTLESS.”**

René Grässler, IT Director, MAS Elektronik AG



**MAS Elektronik AG**

**Hamburg, Germany**

**[www.mas.de](http://www.mas.de)**

Consumer electronics manufacturer

**Main benefits provided by**

**SAP® Business One:**

- Faster processing of customer inquiries
- Integrated data storage
- Connection of external systems

## LOOKING FOR A NEW SPARK – AUTOMOTIVE (UK)



**“IN MANY PACKAGED SOLUTIONS, UNUSUAL MANUFACTURING REQUIREMENTS LIKE OURS ARE NOT CATERED FOR. SAP BUSINESS ONE HAS GIVEN US WHAT WE WANT – DEDICATED FUNCTIONALITY WITH THE ABILITY TO CUSTOMIZE IT AS OUR BUSINESS CHANGES.”**

Nick Carter, Technical Director, Raffenday Ltd.

**The need for physical stock checks and an inability to make system changes were stifling Raffenday, an English supplier of automotive electrical equipment. The company had to find a way to improve overall efficiency and automatically keep track of materials wastage.**

In early 2003 Raffenday Ltd., a global manufacturer and distributor of automotive wiring harnesses and components, was being suffocated by its existing business system. “To keep pace with the changes in our business, we had to constantly write custom-made programs, which was costly,” explains Nick Carter, technical director. “We couldn’t upgrade because we would have lost the investments we’d made in the additional programs. We needed a solution that was more flexible.”

Raffenday, with headquarters in Northamptonshire, England, was introduced to the SAP® Business One application by Oryx, an SAP Business One reseller (now Trinity Expert Systems). “Our first questions were, can it be amended, and will we be able to upgrade?” says Carter. “Oryx assured us that both were possible.” Raffenday made the decision in July 2003, the system was installed in August, the data was migrated during October, and the new system went live November 1.

For Carter, the biggest advantage is the speed of data retrieval: “You can find out literally anything from wherever you are in the system. You can drill up and down into the data quickly and easily. As a result, we’ve improved customer service, because we can access the information we need immediately.”

Another major benefit is improved waste management and stock control. “When you’re making wiring harnesses, there is a certain amount of waste. Now we can add in a waste factor to any wiring taken out of stock, which we couldn’t do before. That way, we can continuously monitor and measure our waste and adjust the waste factor accordingly, increasing accuracy all the time. But, most important, we have much better stock control,” explains Carter.

Previously, because of the undocumented waste accumulation, Raffenday had to physically check stock levels before it could commit to an order. Supported by the new SAP software, the company has been able to reduce stock checks by a factor of 10 – a considerable savings in labor and time.

The company is currently implementing the material requirements planning functionality, which will enable improved forward planning and scheduling. “SAP Business One has given us what we wanted – dedicated functionality that we can customize as our business changes,” says Carter.



**Raffenday Ltd.**

**Northamptonshire, England**

**[www.raffenday.com](http://www.raffenday.com)**

- Supplier of electrical connection systems and wiring harnesses
- 35 employees

**Main Benefits Provided by**

**SAP® Business One:**

- Rapid data retrieval, leading to improved customer service
- Accurate stock control, including waste tabulation
- Flexibility to change the system as the business changes

**Implementation Partner:**

Trinity Expert Systems



## A HEALTHY VISION FOR THE FUTURE – RETAIL (GERMANY)



**REHA Vision's mission is to help the disabled cope with their handicaps by providing medical devices like wheelchairs, therapeutic bicycles, and hospital beds. The Düren, Germany-based company has to be in close contact with its customers, so efficient contact management is essential. And the company also needs the flexibility to deal with complex, constantly changing billing.**

To cope with its growing business, REHA Vision began to search for an integrated, turnkey solution, which turned out to be a daunting task. At first glance, many offers seem to be tailored to the requirements of a medical and health-care supplies store. "But once we had a closer look, these solutions turned out to be very static and hardly allowed for any individual adjustments," says David Roels, quality management representative at REHA Vision. Then, at the CeBIT 2002 trade show, he discovered the SAP® Business One application for small and midsize businesses (SMBs).

REHA Vision needed to be able to adjust software functions to meet its needs, which was one of the reasons the company chose SAP Business One. The growth-oriented architecture and the simple implementation of SAP Business One were also positive factors. "The possibility of an easy upgrade and the option to integrate e-business solutions on demand were further reasons for acquiring SAP Business One," says Roels.

It took only 12 days to implement SAP Business One at REHA Vision with the help of advice & training GmbH, a business consulting company based in Duisburg, Germany. During the implementation, the implementation partner worked with REHA Vision to adjust the price lists and billing procedures to meet the company's requirements. The 1,500 customer addresses and the data for 2,400 product items available in the legacy system were smoothly migrated to SAP Business One. "Extensive customer data,

including insurance numbers, attending doctors, or nursing services, could be entered in user-defined fields in the standard software," says Astrid Friedrich-Tobias, manager of advice & training GmbH.

At REHA Vision, the central, bundled data set has replaced several smaller IT systems and has eliminated redundant data records. Contact data is stored transparently, and the entry effort required has been minimized by the integration. As a result, employees can create more accurate offers and invoices in less time, and the amount of work required has dropped by about 15%. The number of errors, which can easily occur in complex billing procedures, has also been reduced significantly. Automated workflows contribute toward continuously improving customer service.

**"THE EXTENSIVE BUSINESS FUNCTIONS, THE GROWTH-ORIENTED ARCHITECTURE, THE EASE OF UPGRADE, AND THE SIMPLE CONNECTION TO E-BUSINESS SOLUTIONS WERE CRUCIAL REASONS FOR US TO CHOOSE SAP BUSINESS ONE."**

David Roels, Quality Management Representative, REHA Vision



**REHA Vision**

**Düren, Germany**

**[www.rehavision.de](http://www.rehavision.de)**

Medical devices for the disabled

**Main benefits provided by  
SAP® Business One:**

- Improved customer service because contact data is now created transparently and complex billing procedures can easily be mapped and executed
- Increased user productivity

## SMOOTHER SAILING IN ANY SEASON – HIGH TECH (UK)



**Rapidly growing business at Tacktick Ltd. outstripped the company's ability to accurately reflect stock. What this specialist in marine electronics needed was a true picture of stock in hand to realize optimized stock levels.**

Tacktick Ltd., with headquarters in Hampshire, England, designs and manufactures specialized marine electronics. Founded in 1996, it has grown to dominate the world of Olympic sailing and international keel and sports boat racing. This rapid growth left the firm with systems that

were taxed beyond their capabilities. "With the number of transactions we were processing, our existing accounting system was starting to grind to a halt," explains Mark Johnson, managing director.

Even more crucial, the company was struggling with stock control. "Our business is highly seasonal," he adds. "We sell five times more in April than we do in August, and we make to order, with very short lead times. Yet some of the components we use have three-month lead times, so accurate stock figures and demand forecasting are extremely important."

After studying various IT possibilities, Tacktick settled on the SAP<sup>®</sup> Business One application for small enterprises. A major requirement for Tacktick was the inclusion of assembly trees – graphical representations of how parts are assembled. Yet the company wanted to avoid the cost of a traditional material requirements planning system. "In terms of fully integrated functionality, the ERP solution by SAP represents excellent value for money," says Johnson.

Yuma Ltd., an SAP value-added reseller, worked with Tacktick on the implementation, which included accounts, purchasing, order processing, reporting, and stock management.

Since the system went live, Tacktick has seen real efficiency gains and better reporting. "The sales opportunity tool is particularly powerful," notes Johnson. Tacktick has experienced a three-fold increase in stock turnover, with only a 30% increase in warehouse inventory. And improved stock control has led to fewer missed sales opportunities – particularly in the busy month of April.

**"WITH SAP BUSINESS ONE WE'VE FOUND IT VERY EASY TO MODEL AND CONFIGURE NEW PROCESSES OURSELVES. WHATEVER YOU WANT TO DO, YOU CAN. IT'S AMAZING!"**

**Mark Johnson, Managing Director, Tacktick Ltd.**

SAP Business One has also helped Tacktick manage its workflows more efficiently, giving it better cost control. For example, only one person was added to the staff, despite a five-fold increase in the volume of transactions processed. Where previously all transactional documents had to be created manually, they are now produced automatically, saving time and effort. Mark Johnson is very pleased: "We are in full control of our business – and know our business solution can grow with us."





**Tacktick Ltd.**

**Hampshire, England**

**[www.tacktick.com](http://www.tacktick.com)**

- Marine electronics
- 15 employees

**Main Benefits Provided by  
SAP® Business One:**

- Accurate, up-to-date control of stock, helping to manage a three-fold increase in stock turnover with only a 30% increase in warehouse stock
- Streamlined, efficient workflow
- Increased control of personnel and processing costs

**Implementation Partner:**

**Yuma Ltd.**



Irish International Sales  
Business Solutions

## THOUGHT FOR FOOD – CONSUMER PRODUCTS (UK)



**“SAP BUSINESS ONE WILL PROVIDE THE FOUNDATION ON WHICH WE CAN CONTINUE TO IMPROVE OUR OPERATIONS AND BUILD OUR EXPANSION. AND AS WE GROW, WE KNOW THE SYSTEM CAN GROW WITH US, ENSURING OUR INVESTMENT IS PROTECTED IN THE FUTURE.”**

Parminder Basran, Group Commercial Manager,  
The Authentic Food Company Ltd.

**When the Authentic Food Company found its plans for expansion hampered by antiquated systems that it could not maintain without outside help, the supplier of international cuisine looked for a single, integrated system that would be under its control.**

The Authentic Food Company Ltd. supplies international cuisine to the food service and retail sectors in the United Kingdom and Europe. In 2004, the company, headquartered in Manchester, England, decided it needed to upgrade its systems to meet expansion targets.

“With a product mix of over 400 food items, our existing system couldn’t provide the accurate and reliable data we needed for decision making,” explains Parminder Basran, group commercial manager. “We wanted a system that was integrated across all our business functions. Also, with the existing system we were extremely reliant on the reseller to make changes to the system. With the new system we wanted to be sure we were in control of our own destiny.”

Authentic Food asked several solution vendors to present their wares to a panel of users. “Overwhelmingly, the users went for the SAP Business One solution,” says Basran. “What particularly impressed them were the intuitive user interface and the drill-down functionality.”

Authentic Food then documented its business processes and sent the resulting process maps to OneBusiness, an SAP value-added reseller, who configured the SAP® application for small and midsize enterprises. OneBusiness also trained the company’s internal IT team on managing the system, so that Authentic Food can maintain and expand the new system itself.

Once the application went live in January 2005, the advantages quickly became clear. Bank reconciliations have been reduced from days to hours. The tracing of products improved substantially – a particularly important benefit in the food industry, to ensure compliance with increasingly stringent regulations. The company can now quickly and accurately trace any product back to its raw ingredients. Also, the new bill of materials function will be able to deliver recipes directly to the weighing machines at the manufacturing plants, saving operators’ time and reducing the risk of error.

Yet these specific gains are only part of the primary benefit. Basran explains, “The most important reason for changing was that we wanted to be able run our business more flexibly and efficiently, so that we could be more responsive to our customers’ needs as we grew. SAP Business One provides us with those capabilities.”



**The Authentic Food Company Ltd.  
Manchester, England**

**[www.theauthenticfoodcompany.com](http://www.theauthenticfoodcompany.com)**

- International cuisine
- 130 employees

**Main Benefits Provided by  
SAP® Business One:**

- A single, integrated system that the company can maintain and expand on its own
- Accurate tracing of ingredients to ensure compliance with regulations
- Recipes delivered directly to manufacturing, saving time and reducing errors

**Implementation Partner:**

OneBusiness Ltd.

## PACKAGED FOR SPEED – LOGISTICS SERVICE PROVIDERS (GERMANY)



**For a logistics service provider in the transportation industry, speed is everything. And speed is what made Trefz Logistik und Spedition (Trefz) GmbH the successful company it is today. But times are changing. “Communication, satellite navigation, and just-in-time logistics are playing an increasingly important role in our daily business,” says CEO Michael Trefz.**

**“WITH ALL THE WORK AHEAD OF US, SAP BUSINESS ONE WILL PROVIDE THE PERFECT SUPPORT.”**

Michael Trefz, CEO, Trefz GmbH

Based in Schwieberdingen, near Stuttgart, Germany, Trefz specializes in the picking and packing of catalogs and advertising materials, processing 250,000 shipping orders annually for customers like ADAC Deutschland, Daimler Chrysler AG, and Robert Bosch GmbH. The company also provides a complete range of support services.

The company’s existing system could no longer handle the volume, so Trefz began searching for a new solution that would also streamline its internal processes. “We wanted an end-to-end ERP solution that would map our business processes as accurately as possible and enable us to modify and reorganize our workflow,” says Trefz.

Based on functionality and scalability, the SAP® Business One application seemed to be the ideal candidate from the outset, an impression that was strengthened by its manageable costs. With consulting services from Leitwerk Business Solutions, an SAP small-to-midsize business (SMB) business partner, the search came to an end.

In an unusual move, the company cleared its “old data ballast,” says Trefz. Instead of transferring data from the legacy system, the team created new areas for all the business partners in the new system. Although this may appear to have been unnecessary extra work, it provided a critical

benefit by hastening the process of filtering out redundant customer data and duplicate clients. And despite this extra step, the project was completed on time in just three weeks.

A key benefit for the company’s staff is that pick activities can now be mapped in their entirety. Trefz installed PCs connected by a wireless LAN at individual packing stations, where workers process pick lists, generate delivery notes, and print labels. Data from the labels is transmitted to UPS WorldShip software, which the UPS parcel service uses to bill Trefz. While streamlining invoice processing, this enables Trefz to manage its own accounting processes instead of outsourcing the task, as was previously the case.

Encouraged by the successful link-up with non-SAP solutions like the UPS software, managers at Trefz are looking to expand the solution. To ensure the smooth exchange of data between Trefz GmbH and its customers and vendors, in the future, the SAP Business One application at Trefz GmbH will be linked to customer and vendor ERP systems. Trefz GmbH also plans to manage its entire services business with the SAP solution and incorporate one or more online business-to-business stores. Michael Trefz is confident that he and his enterprise are on the right path. “With all the work ahead of us, SAP Business One will provide the perfect support,” says Trefz.



**Trefz GmbH,**  
**Schwieberdingen, Germany**  
**[www.trefz.biz](http://www.trefz.biz)**

Logistics service provider

**Main benefits provided by  
SAP® Business One:**

- Faster process speed due to streamlined flow of data between the company and its customers and partners
- Complete mapping of pick activities
- Lower costs from linking to non-SAP solutions, such as UPS WorldShip

## ACCURO APS



**“SAP Business One is brilliant for a small company like ours.”**

Svend Oerum, Managing Partner, Accuro ApS

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### At a Glance

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#### Location

Kolding, Denmark

#### Web Site

[www.accuro.dk](http://www.accuro.dk)

#### Implementation Time

4 weeks

#### Industry

Engineering, construction, and operations

#### Number of Employees

Less than 25

#### Number of Users

Less than 10

#### Key Benefits

- Able to gather and share customer knowledge, so colleagues can cover for each other
- Help from SAP consultants

#### Why SAP® Solution

- Great for company size
- Bookkeeping and customer relationship management functionality, to handle increasing number of customers

#### Solution and Services

SAP® Business One application

#### Implementation Partner

BizTeam A/S ([www.bizteam.dk](http://www.bizteam.dk))

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# AMETSIS INGENIERÍA Y ASESORÍA TÉCNICA S.L.



**“In a company like this, an integrated management system is an indispensable tool. That’s where SAP comes in, meeting all our needs at a reasonable cost.”**

Miguel Ángel Martín Jiménez, Managing Director,  
AMETSIS Ingeniería y Asesoría Técnica S.L.

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## At a Glance

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### Location

Pozuelo de Alarcón, Madrid, Spain

### Web Site

[www.ametsis.com](http://www.ametsis.com)

### Implementation Time

2 months

### Industry

Engineering, construction, and operations

### Number of Employees

Less than 10

### Number of Users

Less than 10

### Annual Revenue

Less than US\$50,000

### Key Benefits

- Tasks performed by the different business areas tied together to achieve common purposes
- Reduced internal costs derived from the use of business information
- Direct work between internal and external collaborators possible

### Why SAP® Solution

- Good previous experience with SAP
- User-friendly system
- Easy and fast installation

### Solution and Services

SAP® Business One application

### Implementation Partner

Altim Tecnologías de Información S.L. ([www.altim.es](http://www.altim.es))

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## ANTISEPTOL (PTY) LTD.



**“The management of our stock control and production planning has been radically simplified. The system is stable, reliable, and a pleasure to work with”.**

Annette Wilkie, Production Manager, Antiseptol (PTY) Ltd.

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### At a Glance

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#### Location

Sebenza, South Africa

#### Implementation Time

Less than 12 weeks

#### Industry

Chemicals

#### Number of Employees

Less than 50

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$11 million

#### Competitive Win Over

ACS-Embrace

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#### Key Benefits

- Production planning has been greatly simplified through the ease of use of the material requirements planning wizard
- Stock, including batch tracking, can now be far more tightly controlled, as the SAP® Business One application offers a single, integrated solution, removing the previous need for a number of spreadsheets

#### Why SAP Solution

- Full integration
- Handles distribution very well
- Offers excellent business controls

#### Solution and Services

SAP Business One

#### Implementation Partner

BLUEKEY Software Solutions ([www.bluekey.co.za](http://www.bluekey.co.za))

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## BARDINI & KELLER AG



**“Without our new IT system, we could not manage a retail business of that size”.**

Erich Stadler, CEO, Bardini & Keller AG

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### At a Glance

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#### Location

Gossau, Switzerland

#### Web Site

[www.bardinkeller.ch](http://www.bardinkeller.ch)

#### Implementation Time

Less than 20 weeks

#### Industry

Consumer products – food preparations

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

#### Key Benefits

- Administration and accounting of different withholding taxes, namely, German and Swiss
- Overview of tariff quotas
- Control of IFCO packaging
- Project-oriented margin control

#### Why SAP® Solution

- Support for all business processes with only one solution
- Integrated financial accounting
- Flexibility
- Possibility to program using SAP® Business One Software Development Kit

#### Solutions and Services

- SAP Business One application
- SalairOne (HR)

#### Implementation Partner

MTF Schaffhausen AG ([www.mtf-sh.ch](http://www.mtf-sh.ch))

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## BUDUJEMY DOM SP. Z O.O.



**“Our old software infrastructure slowed down the company’s fast growth and caused organizational problems. SAP Business One allows us to perform deep company historic and current data analysis. We are able to predict trends and tune our overall strategy”.**

Dariusz Sarnacki, President, Budujemy Dom Sp. z o.o.

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### At a Glance

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#### Locations

Swidnica, Jaworzyna Slaska,  
Polanica Zdroj, and Zarow, Poland

#### Web Site

[www.budujemy-dom.pl](http://www.budujemy-dom.pl)

#### Implementation Time

Less than 20 weeks

#### Industry

Mill products – building materials,  
clay, and glass-brick and structural clay tile

#### Number of Employees

Less than 50

#### Number of Users

Less than 25

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#### Annual Revenue

Less than US\$5 million

#### Key Benefits

- Integration with current IT environment
- Simplification and improvement of business processes within the enterprise

#### Why SAP® Solution

- High-end product for small-to-midsize enterprise
- Excellent price
- Intuitive and user-friendly interface

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Rob-Com ([www.robcom.com.pl](http://www.robcom.com.pl))

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## CABLE PARTNERS BV



**“Growth means more document flow,  
more products, bigger stock, shorter time  
for delivering, and faster proposals.  
SAP Business One enables this”.**

W.P.L. Bode, CEO, Cable Partners BV

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### At a Glance

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#### Location

Roosendaal, Netherlands

#### Web Site

[www.cablepartners.nl](http://www.cablepartners.nl)

#### Implementation Time

Less than 12 weeks

#### Industry

Retail – industrial supplies

#### Number of Employees

Less than 50

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$5 million

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#### Competitive Win Over

Exact

#### Key Benefits

- Improved order process
- Expanded report options
- Improved information about process time
- Better customer relationship management possibilities that lead to better sales support

#### Why SAP® Solution

An all-in-one solution price

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Crescent ([www.crescent.nl](http://www.crescent.nl))

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## CLASSICA



**“With SAP Business One, we now have effective analytics tools that give us a wide range of management advantages to schedule further steps in the evolution of our business and to determine optimum employment of resources.”**

Frolov Igor, Director General, Classica

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### At a Glance

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#### Location

Volgograd, Russia

#### Web Site

[www.classicacom.ru](http://www.classicacom.ru)

#### Implementation Time

Less than 20 weeks

#### Industry

Consumer products – household refrigerators and home and farm freezers

#### Number of Employees

Less than 100

#### Number of Users

Less than 50

#### Annual Revenue

Less than US\$11 million

#### Competitive Win Over

1C:Enterprise 8.0

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#### Key Benefits

- Support of clear-cut document circulation, which provides undisturbed operation of all departments and their cooperation with partnership companies that realize goods delivery
- Ability to analyze document processing time
- Control over profitability through predefined reports

#### Why SAP® Solution

- Opportunity to create a single database to store customer details and business transactions as well as contacts and negotiations results
- Many predefined reports and wizards
- Wide functionality that supports all service processes, from goods selling to service call registration
- Friendly and easy-to-use user interface
- Fast and easy data management

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Aequitas ([www.e-as.ru](http://www.e-as.ru))

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## COOPERS ENVIRONMENTAL SCIENCE (PTY) LTD



**“We were impressed from day one. It was easy to have confidence in a product that has been developed by SAP, and the BLUEKEY consultants showed great depth of experience and understanding of our needs”.**

Tienie Jordaan, Financial Director, Coopers Environmental Science (Pty) Ltd

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### At a Glance

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#### Locations

Johannesburg, Cape Town, Durban, Port Elizabeth, and Bloemfontein, South Africa

#### Web Site

[www.cooperses.co.za](http://www.cooperses.co.za)

#### Implementation Time

6 weeks

#### Industry

Chemicals – pesticides and agricultural chemicals

#### Number of Employees

Less than 50

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$11 million

#### Competitive Win Over

Pastel

#### Key Benefits

- Management reports now produced at the click of a button, compared to several days required previously
- A single, integrated solution replacing a number of legacy or Excel-based systems linked to the previous solution
- System that allows business rules to be programmed, reducing errors, improving controls, and allowing for proactive management

#### Why SAP® Solution

- Absolute faith that SAP provides a superior solution based on best practices and that the company will be around for the next few decades
- Wanted to integrate with suppliers and customers running the mySAP™ Business Suite family of business applications

#### Solution and Services

SAP® Business One application

#### Implementation Partner

BLUEKEY Software Solutions ([www.bluekey.co.za](http://www.bluekey.co.za))

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## CRONVALL OY



**“SAP Business One has been a good investment for us. The ability to link between specific purchase orders and sales orders on a row level is a must”.**

Jussi Masalin, Managing Director, Cronvall Oy

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### At a Glance

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#### Locations

Tampere, Oulu, Vantaa, Turku, Vaasa, and Lahti, Finland

#### Web Site

[www.cronvall.fi](http://www.cronvall.fi)

#### Implementation Time

Less than 20 weeks

#### Industry

Retail – industrial supplies

#### Number of Employees

Less than 50

#### Number of Users

Less than 50

#### Annual Revenue

Less than US\$25 million

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#### Competitive Win Over

Navision, Liinos 6

#### Key Benefits

- Sales administration more simple
- Information in one place

#### Why SAP® Solution

- Future product development
- Friendly user interface

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Profiz Business Solution Oyj ([www.profiz.com](http://www.profiz.com))

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## ENIGMA THIN CLIENT SYSTEMS



**“The SAP Business One decision was not taken lightly and we had some operational challenges, but we feel that the challenges presented with trying to work on multiple systems to achieve the same objectives that we achieved with SAP Business One would have been insurmountable.”**

Peter Storbeck, CEO, Enigma Thin Client Systems

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### At a Glance

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#### Location

Johannesburg, South Africa

#### Web Site

[www.enigmasystems.co.za](http://www.enigmasystems.co.za)

#### Implementation Time

4 weeks

#### Industry

High tech – computer terminals

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$500,000

#### Competitive Win Over

Pastel, Navision

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#### Key Benefits

- Warranty tracking on products made easy
- Customer relationship management functionality to track success of our sales leads
- Reduced required headcount and extended amount of growth
- Consolidation of three different solutions

#### Why SAP® Solution

- Fulfilled all requirements
- Competitive price within this segment of packages
- Confident in support provided by partner, Britton Solutions

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Britton Solutions ([www.businessone.co.za](http://www.businessone.co.za))

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## FLYERLINE SCHWEIZ GMBH



**“Without SAP Business One, we could not work at all.”**

Steffen Tomasi, CEO, Flyerline Schweiz GmbH

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### At a Glance

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#### Location

Altnau, Switzerland

#### Web Site

www.flyerline.com

#### Implementation Time

Less than 20 weeks

#### Industry

Retail – printing and writing paper

#### Number of Employees

Less than 25

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$11 million

#### Competitive Win Over

Sage

#### Key Benefits

- Direct form administration of shipping types and payment conditions
- Overview of sales/purchasing and the corresponding profit margin
- Risk management
- Issuing and monitoring of up to 160 orders daily to 12 print shops
- Goods delivery to customers in 48-72 hours

#### Why SAP® Solution

- Support for all business processes
- Flexibility
- Release procedure

#### Solution and Services

SAP® Business One application

#### Implementation Partner

MTF Schaffhausen AG (www.mtf-sh.ch)

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# GOING INTERNATIONAL



**“With SAP Business One, we have a straightforward way to set up our marketing activities in a very structured form. I can easily obtain reports of purchasers and subscribers, automatically generate e-mails for marketing campaigns, and perform all the activities entailed in taking orders, including accepting payments and issuing acknowledgments.”**

Gerhard Polak, Manager and Publisher, Going International

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## At a Glance

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### Location

Vienna, Austria

### Web Site

[www.goinginternational.org](http://www.goinginternational.org)

### Implementation Time

Less than 12 weeks

### Industry

Professional services

### Number of Employees

Less than 10

### Number of Users

Less than 10

### Annual Revenue

Less than US\$500,000

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### Competitive Win Over

Navision

### Key Benefit

Faster, more efficient, and more flexible processing

### Why SAP® Solution

- Straightforward user interface
- Support for German and English
- Easy database integration

### Solution and Services

SAP® Business One application

### Implementation Partner

b1 consulting GmbH ([www.b1c.at](http://www.b1c.at))

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## GROSSE AUSTING GMBH



**“This ERP package provides comprehensive functionality for a reasonable price. We leveraged the new software’s strengths as soon as it was installed, and our business processes now run quickly and smoothly. Our employees were able to work with the system right from the start without having to acquire any special background knowledge. The new software is not only user friendly, it has also generated real savings.”**

Tobias Wissen, Executive Assistant, Grosse Austing GmbH

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### At a Glance

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#### Location

Lohne, Germany

#### Web Site

[www.austing-computer.de](http://www.austing-computer.de)

#### Implementation Time

4 weeks

#### Industry

Professional services – high tech and electronics – computer terminals

#### Number of Employees

Less than 25

#### Number of Users

Less than 25

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#### Annual Revenue

Less than US\$500,000

#### Key Benefits

- Cost savings
- Process reliability

#### Why SAP® Solution

- Integrated modeling of business processes (speeding up ISO certification)
- High level of usability

#### Solution and Services

SAP® Business One application

#### Implementation Partner

ocb GmbH ([www.ocb.com](http://www.ocb.com))

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## HAMA KERESKEDELMI KFT.



**“After a few months of productive experience, if you ask me what my first impression of SAP Business One is, I have to answer that it offers very quick, easy-to-access, and well-structured analysis and statistics.”**

Ottó Prohászka, CEO, Hama Kereskedelmi Kft.

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### At a Glance

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#### Locations

- Budapest, Hungary
- Monheim, Germany (headquarters)

#### Web Site

[www.hama.hu](http://www.hama.hu)

#### Implementation Time

Less than 20 weeks

#### Industry

Retail – photographic equipment and supplies

#### Number of Employees

Less than 50

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$100 million

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#### Key Benefits

- Quick, well-structured access to information and statistics
- Accurate and up-to-date overview of warehouse stocks
- Enhanced customer service
- Efficient and quick business decisions
- Important savings on enterprise resource planning (ERP) system’s total cost of ownership

#### Why SAP® Solution

- Affordable price
- Long and reliable relationship with itelligence, who also supported the company’s former ERP system

#### Solution and Services

SAP® Business One application

#### Implementation Partner

itelligence Hungary Kft. ([www.itelligence.hu](http://www.itelligence.hu))

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# HENCHE TECNOLOGÍA GRÁFICA INDUSTRIAL S.A.



**“Going from a basic programming environment to a Windows-integrated system facilitates the workflow, mainly due to the navigability and high speed of the search. The current SAP solution is easy to learn for any user with basic computer skills, while other programs require a longer training period.”**

Borja Henche Cuesta, Director, Henche Tecnología Gráfica Industrial S.A.

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## At a Glance

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### Location

Madrid, Spain

### Web Site

[www.henche.com](http://www.henche.com)

### Implementation Time

2 months

### Industry

Engineering, construction, and operations

### Number of Employees

Less than 50

### Number of Users

Less than 25

### Annual Revenue

Less than US\$25 million

### Key Benefits

- Optimization of user's time
- Standardized financial and logistics processes
- Easy management of stock taking
- Optimization of information and data source management
- Able to generate wide range of reports

### Why SAP® Solution

- Worldwide-known system, used by company's most important providers
- Allows company to work without the restrictions of a small management software provider, an earlier problem
- User-friendly solution, not only for everyday users but also for senior management less accustomed to working with enterprise resource planning
- More and better information provided for decision-making process

### Solution and Services

SAP® Business One application

### Implementation Partner

Altim Tecnologías de Información S.L. ([www.altim.es](http://www.altim.es))

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## HIJSMIDDELEN.NL BV



**“I have more time to approach prospects.  
In this way, SAP enables me to bring  
more work in.”**

F. Van der Meulen, General Manager, Hijsmiddelen.nl BV

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### At a Glance

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#### Location

Sleeuwijk, Netherlands

#### Web Site

[www.hijsmiddelen.nl](http://www.hijsmiddelen.nl)

#### Implementation Time

5 weeks

#### Industry

Engineering, construction, and operations – overhead traveling cranes, hoists, and monorail systems

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$1 million

#### Key Benefits

- Administration department more efficient
- Other important company processes more efficient

#### Why SAP® Solution

- Able to integrate crucial internal processes (sales, purchasing, stock, production, services)
- No constrictions

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Crescent ([www.crescent.nl](http://www.crescent.nl))

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## IN WIN DEVELOPMENT BV



**“SAP Business One is the best-priced choice. After installation, there are no further costs for increase.”**

R. Scipio, Sales Manager, In Win Development BV

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### At a Glance

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#### Location

Spijkensisse, Netherlands

#### Web Site

www.in-win.com

#### Implementation Time

4 weeks

#### Industry

Retail – computers and computer peripheral equipment and software

#### Number of Employees

Less than 25

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$5 million

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#### Competitive Win Over

Unit4 multivers

#### Key Benefits

- Real-time stock updates
- Easy to communicate with sales office in the United Kingdom that also uses the SAP® Business One application
- Time that products are in stock reduced by half

#### Why SAP Solution

- Flexible solution
- Ability to find customer records easily and quickly

#### Solution and Services

SAP Business One

#### Implementation Partner

Cresent (www.cresent.nl)

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## INFONLINE GMBH



**“SAP helps us optimize customer-oriented processes and makes those processes more transparent.”**

Dirk Wippen, CEO, INFOnline GmbH

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### At a Glance

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#### Location

Bonn, Germany

#### Web Site

[www.infonline.de](http://www.infonline.de)

#### Implementation Time

3 weeks

#### Industry

Professional services – computer-related services

#### Number of Employees

Less than 25

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$1 billion

#### Competitive Win Over

Navision

#### Key Benefits

- One solution for all, with single point of information
- Time-saving workflow for invoicing
- Better service for customers
- Future enhancements easily done by partner

#### Why SAP® Solution

- Customer relationship management functionality that integrates with Microsoft Office
- Integrated, easy-to-use extensive reporting tools

#### Solution and Services

SAP® Business One application

#### Implementation Partner

KUTTIG Computeranwendungen GmbH ([www.kuttig.com](http://www.kuttig.com))

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# INNFRONT SUPPORT SERVICES (PTY) LTD



**“We experienced SAP Business One as a very reliable system, enabling us to integrate and automate our complex business processes with ease!”**

Carel Schutte, Managing Director,  
INNFRONT Support Services (Pty) Ltd

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## At a Glance

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### Location

Pretoria, South Africa

### Web Site

[www.innfront.co.za](http://www.innfront.co.za)

### Implementation Time

2 weeks

### Industry

High tech – computer-integrated systems design

### Number of Employees

Less than 50

### Number of Users

Less than 10

### Annual Revenue

Less than US\$500,000

### Competitive Win Over

Pastel

### Key Benefits

- No more batch processing
- Integrated financial solution
- Support from an established and reliable enterprise resource planning brand

### Why SAP® Solution

- Stable and reliable IT brand
- Good support and regular updates from SAP as established company
- Integrated business solution that saves time and costs in the long run

### Solution and Services

SAP® Business One application

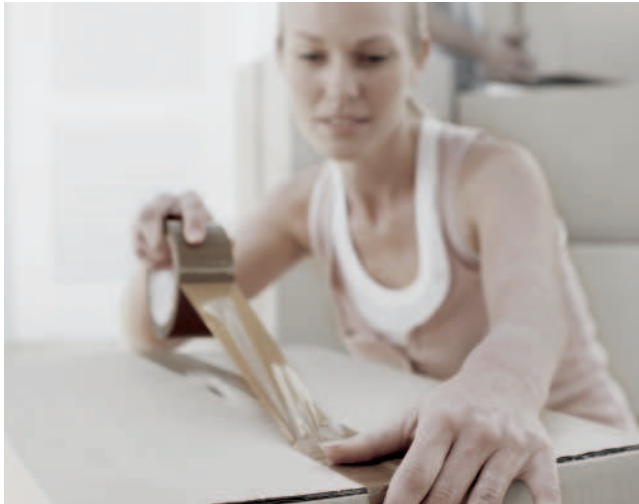
### Implementation Partner

Britton Solutions ([www.businessone.co.za](http://www.businessone.co.za))

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## KUMITUKKU OY



**“SAP Business One includes all required processes to fulfill our needs . . . and it's easy to use.”**

Marja Eronen, Development Manager, Kumitukku Oy

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### At a Glance

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#### Location

Helsinki, Finland

#### Web Site

[www.kumitukku.fi](http://www.kumitukku.fi)

#### Implementation Time

Less than 12 weeks

#### Industry

Retail

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

---

#### Competitive Win Over

Navision

#### Key Benefits

- Easy to use
- Able to format reports

#### Why SAP® Solution

- All required processes in one solution
- User-friendly interface

#### Solution and Services

SAP® Business One application

#### Implementation Partner

SecIT Oy ([www.secit.fi](http://www.secit.fi))

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## MARTIN & MARTIN GMBH & CO. KG



**“At last, we have software that can be used by everyone and that keeps everyone equally informed about the business.”**

Martin Lehmann, CEO, Martin & Martin GmbH & Co. KG

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### At a Glance

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#### Location

Cologne, Germany

#### Web Site

[www.martinmartin.de](http://www.martinmartin.de)

#### Implementation Time

2 weeks

#### Industry

Retail – optical goods stores

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

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#### Key Benefits

- More efficiency and transparency
- Increased survey of stock without stock shortfall
- Swift commission calculation
- Prompt and correct analyses

#### Why SAP® Solution

- Able to meet customer’s requirements with little customizing
- Positive experience with other SAP products

#### Solution and Services

SAP® Business One application

#### Implementation Partner

MARINGO Computers GmbH ([www.maringo.de](http://www.maringo.de))

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## METSÄHALLITUS, MORENIA



**To improve its customer management and marketing capabilities, Metsähallitus, Morenia chose SAP Business One, for its suitability, easy integration, and price.**

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### At a Glance

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#### Locations

Oulu, Suomussalmi, Vantaa, Tampere, and Rovaniemi, Finland

#### Web Site

[www.morenia.fi](http://www.morenia.fi)

#### Implementation Time

20 weeks

#### Industry

Public sector

#### Number of Employees

Less than 50

#### Number of Users

Less than 50

#### Key Benefits

- Improved customer management, handling of marketing documents, and business metrics
- Harmonization and systematization of operations

#### Why SAP® Solution

- Internationally acknowledged product and company
- Solution suitable for business processes
- Easy to integrate
- Price/quality relation

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Profiz Business Solution Oyj ([www.profiz.com](http://www.profiz.com))

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## NATUR&GUT GMBH & CO. KG



**“All of our employees, from all different departments, can operate the software easily.”**

Michael Golz, CEO, Natur&Gut GmbH & Co. KG

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### At a Glance

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#### Locations

Pulheim and Kassel, Germany

#### Web Site

[www.naturundgut.de](http://www.naturundgut.de)

#### Implementation Time

Less than 15 weeks

#### Industry

Retail – packaged frozen foods

#### Number of Employees

Less than 25

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

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#### Key Benefits

- All required information with only a few mouse clicks
- Automated enterprise resource planning system providing a Web shop for end customers and quick order entry for sales representatives
- Easy reporting and analyses

#### Why SAP® Solution

- Needed system for new start-up company
- Affordable solution for small businesses
- Quick implementation
- Optimal interaction of Web shop, fieldwork, and storage

#### Solution and Services

SAP® Business One application

#### Implementation Partner

MARINGO Computers GmbH ([www.maringo.de](http://www.maringo.de))

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## PBM EXPRESS BV



**“With SAP Business One, our business actually comes first.”**

Jan Pieter Ellerbroek, Managing Director, PBM Express BV

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### At a Glance

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#### Location

Dordrecht, Netherlands

#### Web Site

[www.pbmexpress.nl](http://www.pbmexpress.nl)

#### Implementation Time

3 weeks

#### Industry

Consumer products – dolls and stuffed toys

#### Number of Employees

Less than 25

#### Number of Users

Less than 25

#### Annual Revenue

Less than US\$25 million

#### Competitive Win Over

Unit4 multivers

#### Key Benefits

- Able to speed up whole process (for example, able to process more pick lists within a given time)
- More insight into overall company performance, with more data available

#### Why SAP® Solution

- Excellent reference call
- Very high-quality and convincing presentation and sales pitch

#### Solution and Services

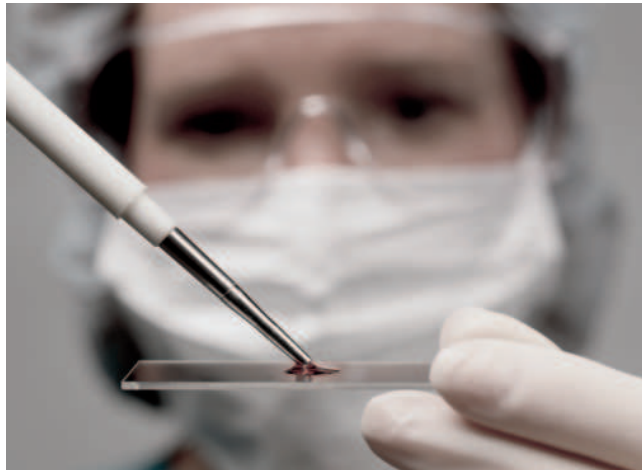
SAP® Business One application

#### Implementation Partner

mYuice BV ([www.myuice.nl](http://www.myuice.nl))

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## PHARMA PROJEKTHAUS GMBH & CO. KG



**“We now have a comprehensive software solution that enables us to significantly increase our business volume without having to change the IT infrastructure.”**

Dr. Stefan Rettig, General Manager,  
PharmaProjekthaus GmbH & Co. KG

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### At a Glance

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#### Location

Frankfurt am Main, Germany

#### Web Site

[www.pharmaprojekthaus.com](http://www.pharmaprojekthaus.com)

#### Implementation Time

2 weeks

#### Industry

Professional services

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$11 million

#### Competitive Win Over

Microsoft Navision, Sage KHK

---

#### Key Benefits

- Time savings of 30% because of shorter communication channels and optimized processes
- Efficiency of financial accounting increased by 35%
- Integrated data system
- Reporting system with direct access to complete company data

#### Why SAP® Solution

- SAP® Business One application functionality covers all requirements
- Usability
- Costs within the estimated budget
- Quality offered by the SAP partner

#### Solution and Services

SAP Business One

#### Implementation Partner

GES-Systemhaus GmbH ([www.ges-systemhaus.de](http://www.ges-systemhaus.de))

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## PLAMAPRINT AG



**“We work much more efficiently, produce more in less time, and therefore save quite a bit on cost.”**

Frank Hofer, CEO, PlamaPrint AG

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### At a Glance

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#### Location

Faellanden, Switzerland

#### Web Site

[www.plamaprint.com](http://www.plamaprint.com)

#### Implementation Time

6 weeks

#### Industry

Engineering, construction, and operations – printing trades machinery and equipment

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

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#### Key Benefits

- Lean service management processes
- Planning sales projects with customer relationship management/opportunity management
- Optimum supply of materials to customers

#### Why SAP® Solution

- Real-time availability of business data
- Support for all business processes
- Easy to use

#### Solution and Services

SAP® Business One application

#### Implementation Partner

MTF Schaffhausen AG ([www.mtf-sh.ch](http://www.mtf-sh.ch))

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## PROPARENTORS SOUTH AFRICA



**“SAP Business One has replaced two property industry-specific solutions. We are now able to do financials, property listings, CRM, and franchise management in one solution, which prevents duplication.”**

Stelio Nathanael, CEO, Proprentors South Africa

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### At a Glance

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#### Location

Pretoria, South Africa

#### Web Site

[www.proprentors.co.za](http://www.proprentors.co.za)

#### Implementation Time

1 week

#### Industry

Professional services

#### Number of Employees

Less than 10

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

#### Competitive Win Over

Pastel

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#### Key Benefits

- Simplified day-to-day processes
- Linking of rental and financial business processes, saving time
- Duplication of data input eliminated
- Detailed listings of properties per area or per specifications

#### Why SAP® Solution

- Stable and reliable IT brand
- Good support and regular updates from SAP as established company
- Integrated business solution that saves time and costs in the long run

#### Solution and Services

SAP® Business One application

#### Implementation Partner

Britton Solutions ([www.businessone.co.za](http://www.businessone.co.za))

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# SCHMITZ-MERTENS KAFFEE & CO. KG



**“Our company’s motto says that life is too short for bad coffee. The same is true for the company’s IT – quality is the key, in order to be able to shape the future. For this reason, we have chosen SAP Business One.”**

Wolfgang Schmitz-Mertens, Owner,  
Schmitz-Mertens Kaffee & CO. KG

## At a Glance

### Location

Troisdorf, Germany

### Web Site

[www.schmitz-mertens.de](http://www.schmitz-mertens.de)

### Implementation Time

3 weeks

### Industry

Consumer products – roasted coffee

### Number of Employees

Less than 25

### Number of Users

Less than 10

### Annual Revenue

Less than US\$1 billion

### Competitive Win Over

KHK PC Kaufmann

### Key Benefits

- Easy reports, especially for coffee tax
- Information management on the fly
- New customer relationship management functionality
- Inventory management with batch traceability

### Why SAP® Solution

- Possibility to manage inventory, bill of materials, and batch
- Easy to use
- Easy production order, including batch management
- Rapid implementation

### Solution and Services

SAP® Business One application

### Implementation Partner

KUTTIG Computeranwendungen GmbH ([www.kuttig.com](http://www.kuttig.com))

# SECARON AG



**“The short implementation time of SAP Business One was an extremely positive experience for us.”**

Michael Spreng, CEO, Secaron AG

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## At a Glance

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### Location

Hallbergmoos, Germany

### Web Site

[www.secaron.de](http://www.secaron.de)

### Implementation Time

4 weeks

### Industry

Professional services – computer programming services

### Number of Employees

Less than 50

### Number of Users

Less than 25

### Annual Revenue

Less than US\$5 million

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### Key Benefits

- Convenient and scalable standard software
- New enterprise resource planning system helps to provide best possible service and quality
- Reduces interfaces

### Why SAP® Solution

- Usability
- Reporting functionality
- Easy access to information on customers and products

### Solution and Services

SAP® Business One application

### Implementation Partner

MARINGO Computers GmbH ([www.maringo.de](http://www.maringo.de))

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## SWAVET (PTY) LTD.



**“BLUEKEY was able to implement our five-user site in just over two weeks. I’ve no doubt that SAP Business One will help us to maintain our rate of growth without requiring additional staff. I am continually impressed by the depth of functionality and automation the product has to offer.”**

Fritz Rexrodt, Managing Director, Swavet (PTY) Ltd.

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### At a Glance

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#### Location

Johannesburg, South Africa

#### Implementation Time

2 weeks

#### Industry

Consumer products

#### Number of Employees

Less than 25

#### Number of Users

Less than 10

#### Annual Revenue

Less than US\$5 million

#### Competitive Win Over

Pastel

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#### Key Benefits

- Stability, especially as the previous system suffered from performance issues due to data corruption
- Strong price list and backorder management
- The ability to ensure business rules are enforced, thereby reducing errors and improving controls

#### Why SAP® Solution

- Valued brand leader
- Faith in SAP to provide a solution that was a close fit to the company’s requirements

#### Solution and Services

SAP® Business One application

#### Implementation Partner

BLUEKEY Software Solutions ([www.bluekey.co.za](http://www.bluekey.co.za))

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