

SAP Customer Success Story SCL System Enterprise Pte Ltd

AT A GLANCE



Industry

Distributor of Control and automation components

Key Challenges

- To provide overseas distributors an easier method of placing orders
- To attract new distributors by offering an innovative and higher level of service

Project Objectives

- Increase employees' productivity
- Produce timely and accurate financial reports
- Eliminate errors and gain better control of inventory

Solutions & Services

- SAP Business One®
- Inecom Sales Web-Portal



"In a recent survey we were surprised to find out that 100% of our distributors were very satisfied with the portal. It should go some way to ensuring we retain them."

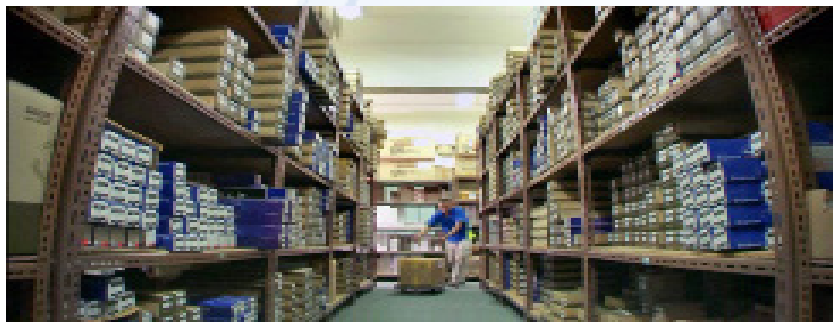
Eric Chew – Managing Director

SCL System Enterprise Pte Ltd

Established in 1999 by the managing director Eric Chew, SCL System has grown to become a notable global player in the control and automation component supply industry. Distributing and representing numerous international and regional brands. Their customer base now spans across the Southeast Asia region and beyond. In just 10 years, they have expanded their product range six fold and increased their revenue today to almost S\$5 million.

Motivations to change

Mr Chew was faced with a dilemma in early 2011. While they had previously selected SAP Business One as their chosen software and implemented the system in 2007, they had made little or no progress since then. As a



convert to the benefits I.T. solutions can have on the productivity of an organisation, this was a concern.

"We started wondering what more we could achieve with the system; of particular interest to us was a move to e-commerce and to assist overseas distributors to place orders with us."

The direction SCL decided upon was to provide a Web-portal for overseas and domestic distributors to view the stock status of products, place orders and view the lead times for their orders without having to contact SCL staff.

The History

SCL was an existing SAP customer with another partner. After initial discussions about the project, SCL decided that the portal should be developed by a 3rd party, another Business One partner.

"We hadn't been entirely satisfied by the support for some time. So when there was a reluctance to develop this for us, we resolved to find a new partner. We were relatively happy with the SAP Business One system so we had no intention of moving software."

SCL then set about the task of reviewing other partners in the SAP Business One Singapore Channel.

AT A GLANCE



Why Inecom?

- Professional
- Responsive to requests
- Out of the box solution
- Strong development team capable of delivering

Key Business Benefits

- High Satisfaction levels of distributors
- Increased efficiency of staff
- Improved sales volumes

Implementation Partner

- Inecom Business Solutions (Singapore)

Previous Environment

- SAP Business One

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Inecom Engagement

Eric was recommended Inecom by a customer of SCL's who was an existing customer of Inecom's.

"Inecom came highly recommended from a trusted 3rd party. It gave us some instant level of comfort."

When Eric engaged Inecom, he was pleased to learn of Inecom's experience in e-commerce, having provided similar portals to their customers.

"Inecom could actually demonstrate in my office, portals they had delivered for other customers with similar functionality."

With this clear demonstration of experience and expertise, Eric and SCL made the change to become a customer of Inecom.

The Effects

Like most SMEs, SCL operates in a competitive environment with larger players often trying to narrow the market. SCL could not afford to compete on price, so a primary goal of the Web-portal was to show their current overseas distributors that they were providing value, and attract new distributors who would be interested by the innovative and simple method they could place orders.

"We need to innovate to stay alive; we need to be more productive, more agile than some of the larger players. Without doing that, it would be down to just brand name and price. We can't compete purely on price."

The Web-portal has been a significant success with current distributors. SCL provided training for the users and, subsequently, the portal has been actively used, overtaking the traditional telephone method of placing orders.

"In a recent survey we conducted, we had the surprising result of 100% of our distributors being very satisfied with the portal. It should go some way of ensuring we retain them."

While it is too early to tell whether it met the other objective of attracting new distributors, one immediate benefit has been the higher productivity of staff, who are no longer burdened with stock enquiries from distributors and manually entering sales orders.

Other Benefits

Of course by using Inecom to develop the Web-portal, they were also required to move to Inecom as their support service provider.

As part of this move, Inecom did a review of their current system set up and found a number of areas within standard SAP Business One that SCL were not utilising.

"Areas such as credit control have become key to our business, and we weren't using it previously. Inecom helped us in a number of areas."

SCL continues to be a satisfied customer of Inecom and SAP Business One and is already looking towards the new iPad integration to further enhance the usability of the system for its distributors and employees.