

SAP Customer Success Story Safety Innovators (International) Pte Ltd



AT A GLANCE



Industry

Distribution of Marine Safety equipments

Key Challenges

- Left unsupported by previous vendor
- No real-time data and everything is processed by batch processing method
- Poor reporting abilities

Project Objectives

- Set up stronger alert and approval processes
- Improve company awareness to stock status and fast moving items
- Deeper analysis of sales revenues

Solutions & Services

- SAP Business One®



"What I have been most impressed with is the support service from Inecom. When I or my staff calls with a problem, we know it will be resolved quickly."

Bay Yanming – Business Development Manager

Safety Innovators (International) Pte Ltd

Established in 1987, Safety Innovators has grown to be Singapore's leading provider of Marine safety equipment, with a global reach.

The company employs more than 60 staff, and has revenue of over SG\$18 million. In 2003, it restructured itself, allowing some long standing directors to become shareholders and form a strategy for the original founders of the company to take a step back, whilst maintaining the high standards of service that Safety Innovators had built its reputation on.



Motives for Change

The motives for change were clear and unquestioned within the company. The software they were using at the time was an older DOS, batch posting software, preventing real time posting and, therefore, not allowing users and management to see an accurate picture of the company at any one time.

Perhaps most critical was that the local software vendor who had been supporting them had stopped trading.

"We were left unsupported and, therefore, we had no option but to move. We had been thinking about it anyway, as we had become frustrated by the difficulty in getting accurate reports from the system."

While these were internal reasons to change, there were external factors as well. Safety Innovators was facing increasing competition. The number of manufacturers in the industry had increased from 5, at the formation of the company, to over 25 today.

"Margins were being squeezed; we needed to become more efficient as we couldn't add to our costs or to the price of the product."

Evaluation

Safety Innovators chose to evaluate a number of products, including Accpac and another local software. SAP Business One stood out from the other software evaluated.

AT A GLANCE



Why an SAP Solution?

- **Flexible and user-friendly software**
- **Easily customisable**
- **Simple but sophisticated and reliable**

Key Business Benefits

- **Increase in productivity**
- **Ability to provide accurate and real-time information to customers at any given time**
- **Achieve full control and accessibility of system and functionality**
- **Strong support from chosen vendor**

Implementation Partner

- **Inecom Business Solutions (Singapore)**

Previous Environment

- **Local Software**

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"The reports available and the ability to customise reports was key. It was after all one of the key motivations to change system. Fortunately for us, the process workflow within SAP Business One also corresponded with existing practices, which made life easier."

Safety Innovators also evaluated other Business One partners, to get a comparison between service levels and cost.

"While Inecom wasn't the cheapest, they gave us confidence that they could meet our requirements, and they had an off-the-shelf reporting package, which was useful."

Implementation

The scope of work for Safety Innovators was relatively straight forward; they required no additional functions or SDK customisations. The standard SAP Business One system was sufficient. This meant a shorter implementation, with the system being delivered in just 36 consulting days, including training.

"We were pleased because, apart from some hiccups, the process was simple and the system was implemented on budget and on time. The training was also useful in teaching us how to develop our own reports."

Results

While the return on their investment into SAP Business One can be difficult to measure and quantify, the benefits were numerous. These included:

- **False good returns** - Previously, some customers returned faulty goods which were not originally sold by Safety Innovators. Using serial number tracking, this has been eliminated.
- **Sales Analysis Reports** - Standard reports in SAP Business One allow for analysis by customer, brand, product, salesperson, region etc.
- **Inventory Movement Reports** - Safety Innovators use inventory movement reports to develop accurate forecasts.
- **Performance monitoring** - Safety Innovators can now monitor the time taken from when a Sales Order is generated to when the delivery is actually made. Monitoring the performance at each stage, be it Pick & Pack or delivery.
- **GP Sales Alerts** - A common error made by salespeople was to process sales orders that had not met the desired GP levels. Now alerts are sent to managers when that occurs; eradicating maverick sales.

These and other benefits add up to make a significant impact, fully justifying the investment.

Support

Ms Bay took particular time to emphasise the support and service provided after implementation. An equally important service, but one often neglected by other partners and software vendors.

"Inecom has a dedicated team for support and provides a number of value added services. The support service is the unknown when you are selecting a partner, but I have been impressed so far."