

SAP Customer Success Story Business Services



“SAP is a very reputable brand and I was very impressed with SAP Business One's rich functionality. In addition, it was user-friendly and my staff could easily adapt to it. The cost-effectiveness and customizability of the solution were additional reasons to choose SAP.”

Hiroshi Mimura, Managing Director, Honami Electronics

AT A GLANCE

Executive Summary

Honami Electronics' legacy system lacked integration and was unable to provide management with a bird's eye view of the company's business. As the company grew, it needed a higher level of efficiency and accessibility to information. Thus, Honami deployed SAP Business One as an integrated system that could streamline business operations, improve reporting capability and grow together with the company.

Website

<http://www.honami.com.sg/>

Key Challenges

- Lack of integration for Honami's business processes
- Time-consuming order process that lacked tracking capability
- Management was unable to access and retrieve information easily
- Unable to customize reports according to business' needs
- Previous system could not grow with the business

Project Objectives

- Implement a centralized system that integrates all business processes and increases efficiency
- Streamline order process and enhance tracking capability

- Increase accuracy and ease of retrieving information
- Improve reporting capability for all functions
- Put in place a system that will scale with the business

Solutions and Services

- SAP Business One comprising Financial Accounting, Sales and Distribution, Purchasing, and Inventory Management

Why an SAP Solution?

- SAP is a reputable brand
- Affordable, easy to implement and rich in functionality
- Can be customized to Honami's needs

Implementation Highlights

Implemented in three months

Key Benefits

- Increased efficiency and productivity in workflow processes
- Automation of sales order processing with improved tracking capability
- Improved visibility and easy retrieval of information
- Enhanced reporting capability for all functions
- Scalable IT system that can grow with the company

Implementation Partner

ObTech Asia Pacific Pte Ltd

HONAMI ELECTRONICS (S) PTE LTD

Electronics distributor sparks business with SAP Business One

As a regional electronics distributor with offices in Singapore and Thailand, a large majority of Honami's clientele comprises major Japanese electronics brands. With efficiency being especially important to its Japanese clients, Honami needs to ensure that orders are processed smoothly and delivered on time in order to uphold its high customer service levels.

However, the legacy IT system that Honami had was unable to fulfill the company's requirements. It was unable to consolidate Honami's sales, inventory, and finance information into a centralized database, resulting in the limited visibility of data across the business. Management could not access and retrieve information easily, and staff could not respond to customer enquiries as promptly as they desired.

With 500 to 600 customer orders received each month, it became longer to process each order and harder to track the order fulfillment.

In addition, management was unable to customize its sales and inventory reports, which hampered their business decision-making ability.

EASY IMPLEMENTATION A KEY FACTOR

Honami evaluated a few software solutions and eventually chose SAP Business One for its affordability, ease of implementation and ability to scale in tandem with the business.

“SAP is a very reputable brand and I was very impressed with SAP Business One's rich functionality. In addition, it was user-friendly and my staff could easily adapt to it. The cost-effectiveness and customizability of the solution were additional reasons to choose SAP,” says Hiroshi Mimura, Managing Director, Honami Electronics.

The final decision to go with SAP was made because of the professionalism and strong understanding of Honami's business needs by ObTech Asia Pacific, SAP Business Partner.

Financial Accounting, Sales and Distribution, Purchasing, and Inventory Management were the four modules implemented successfully through ObTech, and the system went live in January 2006 after a three-month implementation period.

IMPROVED EFFECTIVENESS WITH SAP

Honami is extremely pleased with the tangible benefits that SAP Business One has brought to the company.

Since implementation, Honami has seen real cost savings and enjoyed increased efficiency in its workflow processes, as well as better customer satisfaction. The new system enables the company to issue paperless electronic invoices to customers, while the automation of its customer orders has simplified our workflow and reduced the time spent on processing requests.

“Our customer order process is now streamlined as a result of implementing SAP Business One. Upon requests from customers, we can now provide them with quotations and samples within three working days. Previously, it would have

taken us much longer,” says Karen Teo, Accounts and Human Resource Manager, Honami Electronics.

“More importantly, we can now track our customer orders using the centralized database in SAP Business One. This has improved our after-sales service and ongoing support capability, allowing us to respond to enquiries promptly,” adds Ms. Teo.

The integration of Honami's business functions also means that staff now enjoy an increased visibility of information across the business. It has also become easier for management to generate tailor-made reports from the new SAP system.

“As our company grows, we want to have real-time information about the business and a better understanding of where our profits are coming from. The system automatically sends analytical reports to me daily via email. This has proved to be very useful as it enables me to know what's happening to the business on a day-to-day basis,” says Mr. Mimura.

“The system also acts a check to ensure the accuracy of our reports. With all the information consolidated in one system, customer data and profit information can be easily traced and verified,” explains Ms. Teo.

“As our company grows, we want to have real-time information about the business and a better understanding of where our profits are coming from. The system automatically sends analytical reports to me daily via email. This has proved to be very useful as it enables me to know what's happening to the business on a day-to-day basis.”

Hiroshi Mimura, Managing Director, Honami Electronics

FUTURE BOOST FOR THE BUSINESS

Looking ahead, Honami plans to explore SAP Business One to see how they can further leverage the system. For instance, Mr. Mimura hopes to be able to analyze and use the reports generated by SAP Business One to identify sales trends and opportunities. If successful, this will prove to be a very strategic tool for the company's expansion plans.

“Our business now enjoys greater efficiency and integration. Information is more easily accessed and retrieved too. I am confident that SAP Business One will help us streamline our work processes and provide the best service to our customers.”

Hiroshi Mimura, Managing Director, Honami Electronics

“Our business now enjoys greater efficiency and integration. Information is more easily accessed and retrieved too. I am confident that SAP Business One will help us streamline our work processes and provide the best service to our customers,” says Mr. Mimura.

www.sap.com/contactsap

2006/11

Company's registration no.: 198902722M

© 2006 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary. Printed on environmentally friendly paper.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

THE BEST-RUN BUSINESSES RUN SAP™

