

**SAP Smart  
Business Solutions**



# **CUSTOMER SUCCESSES** **WITH SAP® BUSINESS ONE**

**SOLUTIONS FOR SMALL AND MIDSIZE BUSINESSES**

**THE BEST-RUN BUSINESSES RUN SAP**



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## Consumer Products



# **INNOVATION MEETS** **INNOVATION: 3M ISRAEL** **ADOPTS SAP BUSINESS ONE**

3M is a \$16 billion international company with leading positions in the healthcare, safety, electronics, telecommunications, industrial, consumer, and office markets. 3M has operations in more than 60 countries and sells its products worldwide.

The 3M Israeli subsidiary, with 90 employees, found itself growing steadily; it quickly realized it needed an integrated financial management system with the power and flexibility to help company executives seamlessly manage that growth. 3M Israel found the solution in SAP® Business One. In just one month, the new system was up and running.



**3M Israel Ltd., Israel**  
[www.3m.com](http://www.3m.com)

**“SAP Business One will be the central component in managing 3M Israel’s accounts. It is easy to use and provides the functionality that all our users – dedicated and occasional – need to complete their task quickly and efficiently.”**

Kobi Tsaban, CFO, 3M Israel

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Financial management and accounting
<b>Number of users</b>	- 10
<b>Implementation time</b>	- 1 month
<b>Challenge</b>	- Fully integrated system that could provide the highest level of office automation
<b>Benefits</b>	- Easy to use, provides the functionality that all users need to complete their tasks quickly and efficiently

## High Tech & Electronics



# **ADVANCED OPERATING SOFTWARE – IN JUST FOUR DAYS**

BurBit GmbH, based in Goldau, Switzerland, is a typical small business in the information technology industry. Specializing in small and midsize businesses, the company provides professional services for the evaluation and implementation of user software.

The company of 10 employees needed an advanced system that would considerably increase the efficiency of its contact management processes. The company also wanted to achieve the shortest implementation time possible, so that it could gain a quick return on investment. SAP® Business One provided the answer.

BurBit implemented the SAP solution with the aim of offering the software to its own customers after comprehensive testing.



**BurBit GmbH, Switzerland**  
[www.burbit.ch](http://www.burbit.ch)

“SAP Business One is an ideal solution in view of the quick implementation time and how easy it is to calculate hardware and software costs.  
Not just for us, but for many of our customers, too.”

Markus Burch, General Manager, BurBit

## AT A GLANCE

<b>Solution</b>	- SAP Business One		
<b>Key capabilities</b>	- Accounting - CRM	- Sales & Distribution - Controlling	- Purchasing - Reporting
<b>Number of users</b>	- 10		
<b>Hardware</b>	- Dell Server PowerEdge 2650		
<b>Channel Partner</b>	- Data Unit AG		
<b>Implementation time</b>	- 4 days		
<b>Challenge</b>	- Improve contact management as basis for analyses, reports, and forecasts		
<b>Benefits</b>	- Short implementation time - Improved database for analyses, customer-specific reports, and sales forecasts		

## Engineering & Construction



# **NEW EBRO SUBSIDIARY LAYS GROUNDWORK FOR FUTURE SUCCESS WITH SAP BUSINESS ONE**

EBRO ARMATUREN Gebäudetechnik & Services is a new subsidiary of the global EBRO ARMATUREN Gebr. Bröer GmbH and employs 10 people. Founded in January 2003, EBRO ARMATUREN did not want to (nor could it) integrate its business activities without a demand-oriented business solution. In just six weeks, the company implemented SAP® Business One and laid the groundwork for a successful future. The solution helped the company integrate all business transactions and, as a result, managers can access key data for planning purposes at the push of a button. Furthermore, linking SAP Business One with the central ERP system – which has been used by the midsize parent company for many years – greatly accelerated order processing companywide.



**EBRO ARMATUREN Gebr. Bröer GmbH, Germany**  
[www.ebro-armaturen.com](http://www.ebro-armaturen.com)

**“We are now reaping the rewards of the performance capabilities of SAP Business One, on the one hand, and its user-friendliness on the other.”**

Bernd Gustav Goebel, IT Manager, EBRO ARMATUREN

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Number of users</b>	- 5
<b>Implementation time</b>	- 6 weeks
<b>Channel Partner</b>	- Steeb Anwendungssysteme GmbH
<b>Benefits</b>	<ul style="list-style-type: none"><li>- Highly integrated ERP system for company's new subsidiary</li><li>- Prompt and comprehensive delivery of information</li><li>- Options for continuous extensions and enhancements</li><li>- User friendly</li></ul>

## Engineering & Construction



# **SAP BUSINESS ONE KEEPS KISCH REFRIGERATION COOL UNDER PRESSURE**

Kisch Refrigeration Group, founded in 1936, produces and distributes air conditioning equipment for homes, businesses, and vehicles, along with materials for truck trailers and roof units for minibuses. As Kisch broadened its product line and grew in revenues, the company needed an IT solution that could manage a larger volume of more complex transactions. The solution: SAP® Business One, which today helps Kisch turn business contacts into mutually profitable long-term relationships.



**Kisch Refrigeration Group, Israel**

“SAP Business One easily beat the competition when it came to price, and it operates seamlessly in a Windows environment with advanced technology. And, in just 10 weeks, the SAP Business One system was up and running, including installation and integration. SAP Business One exceeded our expectations, and we are confident that we will recoup our investment very quickly.”

Hani Harari, Controller, Kisch Refrigeration Group

## AT A GLANCE

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<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Bookkeeping - Finance - Inventory - Work order production
<b>Number of users</b>	- 15
<b>Challenge</b>	- Top-quality service, with a specific focus on better response and follow-up in telemarketing
<b>Benefits</b>	- Data integration - Tight control over expenses - Better picture of revenues

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## Service Provider



## **SAP® BUSINESS ONE – AN IDEAL SUBSTITUTE**

Alex & Gross Communications is an independent multimedia communications services provider based in Rhein-Neckar, Germany, and employs approximately 100 people. The company's business activities focus on sophisticated online marketing projects for industries that produce and market products and services requiring detailed explanations. Until recently, the company had been using Microsoft Access applications. In cooperation with Steeb Anwendungssysteme GmbH, Alex & Gross implemented SAP® Business One, which it found to be ideal. Deployed after a short test phase, SAP Business One now helps the company process its logistical data and financial accounting more efficiently.



**Alex & Gross Communications, Germany**  
[www.alexgross.de](http://www.alexgross.de)

**“As an ambitious service provider, SAP Business One was our first choice.  
It’s simple, easy to use, and efficient.”**

Jochen Gross, CEO, Alex & Gross Communications

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Logistics - Financial accounting
<b>Number of users</b>	- 4
<b>Channel Partner</b>	- Steeb Anwendungssysteme GmbH
<b>Challenge</b>	- Replace application based on MS Access developed by Alex & Gross
<b>Benefits</b>	- Increased efficiency in business processes

## Healthcare



# SAP BUSINESS ONE – OPTIMIZING COMPANY MANAGEMENT

Poland-based Alu Rehab produces and sells rehabilitation products that include a line of wheelchairs. With plans to construct a new plant, the company will increase its number of employees from 30 people to between 150 and 200, establishing it as a midsize company. In order to support its expansion, Alu Rehab Poland chose SAP® Business One to help monitor all its business activities. It expects to achieve a rapid ROI.



**Alu Rehab, Poland**  
[www.alurehab.com.pl](http://www.alurehab.com.pl)

**“We achieved great order in our company. We can monitor the financial and stock situation in the warehouse. This means that we save time and eliminate transport problems and redundant expenses.”**

Slawomir Nowakowski, COO, Alu Rehab in Poland

### **AT A GLANCE**

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<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Easy data access - Accounts receivable and payable - Customer relationship management - Data-rich reporting - Liquidity analysis
<b>Number of users</b>	- 10
<b>Hardware</b>	- Dell
<b>Channel Partner</b>	- Yuma
<b>Challenge</b>	- Provide a platform to smoothly expand the company
<b>Benefits</b>	- Improved transportation and material flow - Improved purchase management - Cost reduction - Optimized company management

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## Retail/Wholesale



# **ATID COMPUTERS:** **A PROFITABLE FUTURE WITH** **SAP BUSINESS ONE**

Atid Computers, founded in 1988, is one of Israel's leading retailers of computers, peripherals, and software. The company was growing steadily when its IT management system collapsed, causing enormous financial damage and prompting Atid to rethink its system needs. After a careful assessment, the company decided on SAP® Business One – a flexible, scalable, user-friendly system that it could bring into full operation rapidly and cost effectively. Atid Computers, which employs more than 100 people and processes thousands of transactions each day, sees a profitable future with SAP Business One.



**Atid Computers, Israel**

“I used a few central, critical factors to evaluate a new software system. I wanted complete ability to maintain and change the software and customize it to my needs. I wanted the software to be user-friendly. I also demanded that the migration be done in less than one day, with no negative impact on the stores’ ongoing operations. Only SAP Business One answered these three requirements.”

Danny Fishler, CEO, Atid Computers

## AT A GLANCE

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<b>Solution</b>	- SAP Business One
<b>Number of users</b>	- 60
<b>Challenge</b>	- Customized, user-friendly software - Migration of legacy system data in less than one day with no negative impact on ongoing operations
<b>Benefits</b>	- Rapid report generation and analyses - Scales and adapts to give management optimal control and employees fast and efficient access to information and applications

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## **Retail**

# **SAP BUSINESS ONE AT OLIVER SPORT & SQUASH GMBH: NEW SOFTWARE IN PLAY**

Business is just like sports: success comes easier with the right equipment. This was the motto put into practice when OLIVER SPORT & SQUASH GMBH chose to implement SAP® Business One. The sporting goods manufacturer, based in Dossenheim, Germany, with 30 employees and revenues of €5.5 million, aimed to use the software for prospecting new markets. With an international presence and a production plant in China, SAP Business One – which provides an automatic currency converter – proved to be an ideal solution for OLIVER SPORT.

The fact that the software is easy to implement, user-friendly, and intuitive to manage also proved to be a distinct advantage.



**OLIVER SPORT & SQUASH GMBH, Germany**  
[www.oliver-sport.de](http://www.oliver-sport.de)

**“It only took 15 days to implement the software, including the complete transfer of data and user-specific changes.”**

Georg Specht, IT Manager, OLIVER SPORT & SQUASH

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Accounting - Purchasing and sales - Administration - Financial accounting
<b>Number of users</b>	- 6
<b>Channel Partner</b>	- Steeb Anwendungssysteme GmbH and Bär GmbH
<b>Benefits</b>	- Simple to administer - Internationally adapted software



## Service Provider

# OLSALE'S BIDS AND BYTES: THE INTERNET'S BEST ONLINE AUCTIONS

Olsale, founded in 1998, is Israel's leading public auction Internet site. Olsale is dedicated to providing customers with first-class service, top-quality products at the best prices, as well as a secure and user-friendly transaction environment. SAP® Business One helped Olsale boost revenues 33% in one year, while reducing workforce costs and integrating and streamlining information flows throughout the enterprise.



Olsale, Israel  
[www.olsale.co.il](http://www.olsale.co.il)

**“SAP Business One met all our expectations – and went much farther. Just a year after we deployed SAP Business One, in December 2001, Olsale is closing 2002 with sales of about \$41 million and 100,000 completed transactions, a jump of 33%. Such growth would have been unthinkable without the power of SAP Business One.”**

Eli Mordechai, CFO, Olsale

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Transaction management - Simple-to-analyze reports on purchase patterns - Profit margins - Marketing focuses
<b>Number of users</b>	- 75
<b>Hardware</b>	- NetVision servers
<b>Challenge</b>	- Scalable, off-the-shelf technology that can be implemented rapidly and cost effectively and then grow with the company
<b>Benefits</b>	- Seamless integration of a complex data collection and management system with all the company's business processes

## Retail



# **PIAZZA INTERNATIONAL USES SAP BUSINESS ONE TO IMPROVE EFFICIENCY AND INTEGRATE PROCESSES**

Piazza International Zona Libre, a Panama-based company, has been distributing sports clothing and shoes throughout Latin America and the Caribbean for almost 25 years.

Piazza wanted to find a way to improve efficiency by reducing the time needed for data entry and data management procedures and by integrating company processes. Today, SAP® Business One not only helps the company streamline processes and save time – it also gives the company improved control over customer information, stock, and accounts receivables.



**Piazza International S.A., Panama**

“With this solution, Piazza has been able to integrate various areas of the company, and now has improved control over customer information, stock, and accounts receivables – and all of this in real time. We have improved company organization and saved a great deal of time – something essential in a business such as ours, which must remain sales-centric.”

Tony Eskenazi, Engineer, Piazza International

## AT A GLANCE

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<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Accounting - Sales - Purchasing processes - Inventory - Reporting
<b>Number of users</b>	- 20
<b>Challenge</b>	- Improve business management efficiency through flexible and simple applications
<b>Benefits</b>	- Improved control over customer data, stock, and accounts receivables - Customized reports

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## Retail



# **SAP BUSINESS ONE FOR MIDSIZE BUSINESSES IMPLEMENTED IN JUST 12 DAYS AT REHA VISION**

By implementing SAP® Business One, the medical equipment company Reha Vision was able to meet all its requirements with a single, state-of-the-art IT system. The solution helped the company realize efficient contact management, improve the accuracy of its billing procedures, and integrate its business transactions companywide. The easy-to-learn system helped the company reduce its workload by 15% in less than two weeks – and substantially reduce the occurrence of errors.



**Reha Vision, Germany**  
[www.rehavisoin.de](http://www.rehavisoin.de)

“The comprehensive business functions, growth-oriented architecture, market-driven release upgrade strategy, and ability to connect to e-business solutions simply were important reasons for us to chose SAP Business One.”

David Roels, Quality Manager, Reha Vision

## AT A GLANCE

<b>Solution</b>	- SAP Business One
<b>Number of users</b>	- 6
<b>Channel Partner</b>	- advice&training GmbH
<b>Implementation time</b>	- 12 days
<b>Hardware</b>	- HP-Server tc2100 - Clients Pentium I-III
<b>Challenge</b>	- Replace several subsystems with a complete integrated solution
<b>Benefits</b>	- Clear display of complex accounting procedures - Documentation more detailed - Customer data available in user-defined fields



## Retail

# **STEINBERGER IS THE FIRST AUSTRIAN CUSTOMER TO OPT FOR SAP BUSINESS ONE**

For roughly six decades, Steinberger Gesellschaft has specialized in selling halogen-free cables and accessories (such as fittings and plug connections), robust industry connector systems, and network technologies. Steinberger has been exporting products to neighboring countries in Western and Eastern Europe, as well as to South Africa, for more than 20 years.

Within the first month of working with SAP® Business One, employees found the solution easy to use and had no problems familiarizing themselves with its functions, including numerous analysis options. In fact, it only took three days to transfer all the company's data into the new system.



**Steinberger GmbH, Austria**  
[www.steinberger.cc](http://www.steinberger.cc)

**“With SAP Business One, we now have a product that fully supports our growth strategy and offers us a wide range of functions for efficiently organizing our business processes.”**

Hubert Suchy, CEO, Steinberger GmbH

## **AT A GLANCE**

<b>Solution</b>	- SAP Business One
<b>Number of users</b>	- 12
<b>Hardware</b>	- Compaq
<b>Channel Partner</b>	- @dvanced business consulting GmbH
<b>Implementation time</b>	- 2 days
<b>Challenge</b>	- Increase efficiency in retail and logistics
<b>Benefits</b>	- Modern logistics process structure - Various analysis options - Ergonomic user interface

## Retail



# A HEARTBEAT AHEAD WITH SAP BUSINESS ONE

TOM Medical Handels GmbH, based in Graz, Austria, produces and distributes technical medical (measuring) instruments (ECG recorders, for example). Its main customers include British healthcare institutes, but the company also exports products regularly to Australia and Southeast Asia. In the last financial year, the five employees of TOM Medical Handels GmbH generated revenues of €0.5 million.

It took just one day to implement SAP® Business One, and the company was immediately impressed by the price/performance ratio and user friendliness of the software.



**TOM Medical Handels GmbH, Austria**  
[www.tom-signal.com](http://www.tom-signal.com)

“Small firms in particular have to pay special attention to their budget and every investment must be precisely calculated and checked in advance. Ultimately, the price/performance ratio was the deciding factor for us: the program scope met our expectations at a very attractive (that is, very reasonable!) price.”

Thomas Hasiba, Manager, TOM Medical

## AT A GLANCE

<b>Solution</b>	- SAP Business One
<b>Key capabilities</b>	- Warehouse management - Purchasing - Accounting
<b>Number of Users</b>	- 4
<b>Hardware</b>	- Server: P4/800, HD: 80GB-RAID, MEM: 512 MB - Clients: P4/ > 1G, HD > 40GB, MEM >= 256 MB
<b>Channel Partner</b>	- Plaut Austria GmbH
<b>Implementation time</b>	- 1 day
<b>Challenge</b>	- Greater range of functions at a very good price/performance ratio
<b>Benefits</b>	- Access to all business processes from one application - Reduced training requirements

THE BEST-RUN BUSINESSES RUN SAP



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