

## SAP Customer Success Story SAP Business One – Chandru International



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Bhavesh Barot, Business Development Manager, Chandru International

### AT A GLANCE

#### Summary

Chandru International looked to improve processes, as the previous solution used was inflexible and had no CRM, quoting or opportunity management capabilities. Chandru chose SAP Business One to assist in meeting its processes and future growth plans.

#### Industry

Wholesale

#### Web Site

[www.chandru.com.au](http://www.chandru.com.au)

#### Project Objective

- Improve sales quotes
- Incorporate landed cost and shipment tracking
- Introduce true CRM
- Introduce Sales Incentive Management for Sales Reps
- Control workflow
- Streamline web access

#### Key Challenges

- Large number of low value inventory items with short sales cycle
- Improving stock turns
- Improving customer communications by facilitating when goods on PO would be received and available

#### Why SAP Solution was selected

- Endorsement by solution provider
- Ease of use
- Stability of vendor
- CRM capability
- Workflow

#### Implementation Highlights

- Ease of delivery of application
- Cost saving resulting from the amount of implementation that was able to be carried out using internal Chandru resources
- Training handled in-house
- Go live with no issues

#### Key Benefits

- A single database for Sales Operations, CRM and Financials
- Reduced warehouse inventory
- Ability to generate specific reports based on up-to-date information
- Company management have real-time view of stock and financial information
- Ability to handle multiple transactions in different currencies

#### Implementation Partner

Attkey Computer Solutions

#### Solution & Services

SAP Business One

#### Database

MS SQL 2000

#### Hardware

HP

#### Operating System

Windows 2003 Server/ XP Pro Client

## SAP STREAMLINES CHANDRU SUPPLY CHAIN

In the importing and wholesale business, an efficient supply chain can be the difference between success and failure.

Co-ordinating the procurement of goods from multiple manufacturers and delivering them to hundreds of customers is a complex and demanding task. Any steps that can be taken to streamline the process make a huge difference.

For Australian-based importer Chandru International, such challenges are part of everyday operations. For more than 18 years the company has supplied imported goods to retailers of every size - from corner shops to large department stores.

The company's diverse catalogue of goods covers everything from cosmetics and giftware to household items, hardware and luggage. More than 3000 different products are sourced from around the world, including manufacturers in Hong Kong, China, Indonesia, the United States and Europe.

But with such a strong business comes challenges. Earlier this year, the internal systems that had supported Chandru for more than 15 years were showing signs of age and needed to be replaced.

Chandru business development manager Bhavesh Barot said the company had relied on a package from Attaché Software, which essentially underpinned many areas of activity.

“The package had worked for us in the past but it was becoming obvious that it couldn’t deliver the levels of support we needed moving forward,” he said.

The company’s management was being hindered by a lack of clear reporting and many internal administrative processes were being undertaken manually.

“We also needed to implement a customer relationship management (CRM) system to help us better communicate with our large and growing customer base,” he said. “I wanted a single system that could effectively do everything we required.”

Early in 2005, Mr Barot began looking for a replacement and was attracted by the features and benefits offered by SAP Business One. After a rigorous assessment of its capabilities and how it would fit with the company’s operations, the decision was made to purchase.

Working with implementation partner Attkey, Chandru initially mapped out its requirements and expectations for the new system. The project team soon realised that the new software would require very little customisation as it fitted neatly with the company’s existing business processes.

“The five-week implementation process went extremely smoothly,” said Mr Barot. “I admit that we had been geared up to expect some challenges and problems but the whole process was far easier than we expected. Working with the highly professional Attkey team we delivered the project on time and on budget.”

All stock and accounting information was moved from the existing system into SAP Business One within a week and the new system was up and running in April.

Staff training, too, was pleasingly straightforward. Some staff had expected to have problems but many have since come to Mr Barot and said “Why didn't you put this software in earlier” as it has made such a difference for them in their jobs.

Mr Barot said that, throughout the implementation process, both SAP and Attkey had provided incredible levels of support, being available to solve any problems as they arose.

“We are certainly not a Fortune 500 company, but the level of support we received made us feel as though perhaps we were,” he said.

One of the biggest early advantages provided to Chandru by SAP Business One has been the ability to generate specific reports based on up-to-date information. Company management can have a real-time view of stock and financial information while sales people can generate reports relating to specific customers.

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**Bhavesh Barot, Chandru International**

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SAP Business One has also helped the company deal with multiple transactions in different currencies - something that had been a particular challenge with the older system and had often required complex manual calculations.

The task of providing quotes for customers has also been greatly improved. By entering a single item number the system can produce a quote containing product details, price and even photographs.

“This helps us to be much more professional when we are dealing with our customers,” he said. “They appreciate the extra details we can provide.”

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Chandru is also making use of the sophisticated alerts system contained within SAP Business One. This helps to avoid delay problems by ensuring all essential approvals and process steps are made.

Work is also under way to equip sales staff with laptop computers that will provide them with remote access to SAP Business One when they are away from the office. Sales people will be able to view real-time stock levels and enter orders as soon as they are taken.

“We were looking for software that could help us take the company to the next level in our development,” said Mr Barot. “SAP Business One will certainly do this as it has clearly been designed to support business growth.”

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