

## SAP Customer Success Story SAP Business One – Emperor's Mind



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Alli Black, Director, Emperor's Mind

### AT A GLANCE

#### Summary

Emperor's Mind is a computer reseller, specialising in Apple products and systems. The company realised that to ensure its continued success, the systems underpinning its daily activities had to change. It chose SAP Business One for flexibility, reliability and security.

#### Industry

Sales / Service

#### Web Site

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

#### Project Objectives

- Platform for growth
- Ability to customise, in order to support existing business processes
- Increased functionality
- Seamless integration across office locations

#### Key Challenges

- Multi location
- Transparency of staff work
- Sales reporting in real-time
- Integrated CRM

#### Why SAP Solution was selected

- Vast functionality and flexibility
- Ease of use
- Ease of access to all staff through Microsoft Windows
- Security and reliability of system
- SAP brand

#### Implementation Highlights

- Ease of delivery of application
- Went live opening day of the Sydney office
- Acceptance from users

#### Key Benefits

- Increased functionality
- Seamless integration between the two office locations
- Thorough user training was provided
- Ongoing post-implementation support
- The company's day-to-day operations did not have to change to fit the new solution
- Improved reporting

#### Implementation Partner

Attkey Computer Solutions

#### Solution & Services

SAP Business One

#### Database

Microsoft SQL Server

#### Hardware

HP

#### Operating System

Microsoft Windows 2003 Server and MAC OS10 via Microsoft Remote Desktop Connection for MAC OS

## EMPEROR'S MIND EXPANDING WITH SAP

To succeed in a highly competitive market, finding ways to clearly differentiate your business from the crowd is crucial. If products and price are relatively standard, offering superior service and adding value through experience and knowledge can be the key.

For one Melbourne-based business, such market differentiation begins with an innovative company name and flows through to every area and activity of the business.

Based in a converted warehouse in the leafy Melbourne suburb of South Yarra, Emperor's Mind does not exude the image of a typical computer reseller. Specialising in Apple products and systems, the company has carved out a lucrative niche in an industry known for aggressive competition, cut-throat price wars and fickle customers.

Rather than trying to juggle razor-thin margins to compete on price, Emperor's Mind provides customers with the advice and support they need to keep their businesses up and running.

“When we first started out, we knew we didn't want to be a ‘Star Computing’ or ‘ABC Reseller’ kind of company,” said director Alli Black. “We've actually tried to position ourselves as far away from the traditional computer reseller as we can.”

The first step was an unusual name, borrowed from a well-known book by scientist and author Roger Penrose. The second was selection of a trendy, relaxed office space furnished and decorated more like a fashion design company than an IT firm.

Fast forward nine years and Emperor's Mind has grown to the point where it serves more than 100 clients in the media and print production sectors. More than half of Australia's top-20 advertising companies retain the firm's services, provided from Melbourne and a new office in Sydney.

"We design and build Apple-based solutions, including servers, network infrastructure and desktops," said Ms Black. "Our product and service offering includes hardware, technical set-up and ongoing support for design studios, video post production houses, pre-press and independent freelance Mac users."

"Effectively we differentiate ourselves by being very knowledge driven. We are very passionate about the technology we work with and I think our clients appreciate this and the ongoing support we provide."

Late last year, Emperor's Mind realised that, to ensure its continued success, the systems underpinning its daily activities had to change. The directors faced the fact that, their client list was increasing, the Sydney office was scheduled for February, and the sales support system needed a complete overhaul.

"Until this point we had been running on an internally created, customised FileMaker database," she said.

This system handled everything from sales and invoicing to orders and inventory tracking. A MYOB package took care of the company's financial needs.

"We really came to a crunch when we realised that the move to the latest version of FileMaker system would require a complete re-write," said Ms Black. "We were also finding that the system ran slowly over wide-area links which would pose a real problem for staff in our Sydney office."

Concern was also growing about the security and reliability of the existing system. While FileMaker was very flexible, data could be changed easily, opening the potential for mistakes.

After attending an introductory session arranged by SAP partner Attky Computer Solutions, Emperor's Mind decided to replace their existing infrastructure with SAP Business One.

"We had wanted to go with a large brand name, because the worst thing you could do would be to invest a lot of money in a system only to find that the company closed down a couple of years later," said Ms Black.

**"While moving to SAP Business One was a learning curve for us, we needed to make this cultural change to move forward in our business."**

Alli Black, Emperor's Mind

Working closely with Attky, Emperor's Mind began implementation in December and went live on February 1 - opening day for the Sydney office.

By using a Remote Desktop Connection client, all staff access SAP Business One through a Microsoft Windows screen on their Apple Macs. While this worked seamlessly, getting dedicated Apple users used to a Windows environment took awhile.

"While moving to SAP Business One was a learning curve for us, we needed to make this cultural change to move forward in our business," she said.

"With our sort of business, when you spend 80 per cent of your time in the database, it's a big shift to get people to move to a new environment."

Attkey assisted in the process by providing thorough user training and has remained a valuable partner with their ongoing post-implementation support.

Ms Black said that, while the company's day-to-day operations did not have to change significantly to suit SAP Business One, some adjustments were required.

Emperor's Mind had created an automated email notification system that kept customers informed about their order status and other details. This had to be recreated as an add-on to SAP Business One, but was now up and running.

"Our reporting has improved and we can instantly get the latest figures relating to orders, sales and turnover," she said. "We're committed to customer service and, with SAP and Attkey helping us, we have the platform in place to make this commitment a reality."

Ms Black said she was confident SAP Business One would support the company as it continued to expand its operations in the future.

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(05/09)

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