

## SAP Customer Success Story Industrial Machinery and Components



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Mr. Chris Chan, Director, IDI Laser Services Pte Ltd

### AT A GLANCE

#### Company name

IDI Laser Services Pte Ltd

#### Industry

Industrial Machinery and Components

#### Executive Summary

IDI Laser Services Pte Ltd used to rely largely on manual systems and had difficulty in analysing its sales and finances as a result. SAP Business One has integrated the company's data and automated its internal processes, enabling top management to make better decisions with real-time information.

#### Key Challenges

- Lacked visibility of overall business operations
- Manual-based processes caused inefficiencies and data inaccuracies
- Inability to track customer and servicing records accurately
- Unable to perform sales and financial analysis

#### Project Objectives

- Automate and integrate business processes
- Keep track of customers and servicing records
- Generate detailed sales and finance reports to enhance decision making

#### Solution and Services

SAP® Business One (Finance, Services, Distribution and Manufacturing modules)

#### Why SAP Solution

- Well-known brand
- User-friendly interface
- Comprehensive and integrated package

#### Implementation Highlights

- The solution was deployed in six weeks, way ahead of the scheduled five months
- An optional manufacturing module was also installed within the short timeframe

#### Key Benefits

- Increased business visibility and enhanced decision making
- Improve productivity by enabling staff to retrieve and update data in real-time
- Ability to generate detailed reports efficiently
- Reduce time and resources needed to produce build-to-order laser systems

#### Channel Partner

Hitachi Asia Ltd

## IDI Laser Services Pte Ltd

### SAP® Business One Helps Laser Specialist Keep Pace with Rapid Growth

Since its inception in 1999, Singapore-based IDI Laser Services Pte Ltd (IDI) has been growing from strength to strength, building a name for itself as a total laser-based solutions provider in South East Asia. As the leading integrator and manufacturer of laser systems, the company currently provides marking, cutting and welding services to several hundred customers from countries like Singapore, Malaysia, Thailand, Indonesia and India.

#### Doing More with SAP

Despite its market leadership, IDI knows that it cannot afford to rest on its laurels. The laser industry is growing rapidly, and the company wants to continually identify and leverage new opportunities to expand its business. But before it could achieve its goals, the company needed to enhance and automate its business processes.

For instance, tracking and managing customers from the payment to servicing stage was a tedious and time-consuming task as IDI staff were using Excel spreadsheets for functions like generating reports and opportunity management. This also meant that they could only prepare reports manually at the end of the month, and a lot of time was spent searching for data to fulfill senior management's ad hoc requests for business-critical information.

The answer to IDI's problems would be a centralised enterprise management system that could integrate the company's processes and enable staff to retrieve, manage and analyse data in real-time. This system should also improve the decision-making process, especially when it comes to the purchasing of parts or manufacturing products.

After evaluating the various solutions available, IDI decided in September 2006 that SAP Business One was the solution best suited to its needs. Hitachi Asia Ltd, a SAP channel partner, was selected to implement the SAP solution for IDI.

"We wanted a system that could improve our customer service level, and our marketing and sales effectiveness through sales analysis. SAP Business One not only addressed all our business needs, it was the most user-friendly solution, offering us a very comprehensive package with functionality that others did not have," says Mr. Chris Chan, Director, IDI.

### **Speedy Deployment Exceeds Expectations**

Initially, the deployment of SAP Business One was planned to be completed in five months. However, the project went live much earlier than expected. It took Hitachi Asia just six weeks to deploy the system, which went live in January 2007. The company even had time to include a manufacturing module that was listed as optional in the original plan. This was thanks to good planning from Hitachi Asia and strong commitment from IDI's top management.

"The Hitachi Asia team was very professional and responsive to our requests. Their project planning skills were excellent and they worked well with us. The user training they conducted was also very clear and concise, and synchronised well with our needs. Even after the project was completed,

their team will respond immediately when we have any doubt. This shows how effective their after-sales support is," says Mr. Chan.

### **Information Now just a Click Away**

With SAP Business One, data from different departments are now integrated on a centralised platform. This allows staff to update, retrieve and manage data in real-time, which enables them to execute their tasks more efficiently. The accounts department, for example, can generate documents necessary

for Singapore's goods and services tax (GST) filing purposes quickly and easily as a result.

The SAP solution has also given top management increased visibility of the company's operations. With the ability to drill down to data as detailed as what customers are buying at any point in time and which

customer payments are outstanding, IDI is able to make decisions that give them an edge over the competition.

By having a clear understanding of the problems that customers face, who the key customers are and what they like, for instance, IDI will be able to enhance its future product portfolio and enhance customer service offerings in the most cost efficient manner.

"The new SAP system is very useful. When I wanted information in the past, I could only rely on the monthly business reports or ask my staff to manually check the records, which could take up to an hour. But with SAP Business One, I have real-time information at my fingertips. This allows me to track the status of my business as and when I want, before visiting a customer or even during meetings," says Mr. Chan.

### **Enhancing the Existing Business**

SAP Business One will also figure prominently in helping IDI streamline its many build-to-order laser systems into standard products which can then be mass-produced more easily. For this to become a reality, the company is using the manufacturing function in SAP Business One to create bill of materials (BOMs) that leverage on key inventory data to generate accurate, comprehensive purchase orders for procurement purposes. This was something that IDI could not have done with its former manual processes. Another benefit of BOMs is that it allows the company to better manage inventory, reduce production wastage and overall costs.

Plans are also in the pipeline to offer remote access support to its users. This will allow management to keep track of the company's operations via SAP Business One even when they are out of the office.

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