



BLUE BOX HOLDINGS

AT A GLANCE

Company

- Name: Blue Box Holdings Ltd.
- Location: Hong Kong
- Industry: Consumer products
- Products and services: Toys
- Sales: HK\$1 billion (approximately €98 million)
- Employees: 7,150
- Web site: www.blueboxtoys.com
- Implementation partner: SAP® Consulting

Project Objectives

- Integrate operations among all company groups
- Install integrated enterprise resource planning solution quickly at a preset cost and within the targeted schedule
- Ensure self-sufficiency and rollout to all sites

Key Challenge

Manage change with minimal disruption to business

Solutions and Services

- SAP ERP application
- SAP Best Practices Baseline Package offering, adapted for the toy industry in Hong Kong
- Implementation team from the SAP Consulting organization

Why SAP Solutions and Services

- Worldwide technology leadership and proven industry experience
- SAP Consulting's expert knowledge, support, and use of proven best practices and methodologies
- Coaching from SAP consultants in project management and business processes

Implementation Highlights

- Software implementation and knowledge transfer completed within 26 weeks by SAP Consulting team in Hong Kong
- Risk and disruption to the business minimized by use of proven ASAP methodology for implementation

Key Benefits

- Reduction of month-end closing from 10 days to 5 days
- Real-time checking of customer order status
- Higher productivity from real-time management system

Blue Box Holdings Ltd. is engaged in the design, manufacture, and marketing of a broad range of toys carrying its brand, plus manufacture of toys for other companies. Three manufacturing plants are located in southern China, with engineering based in Hong Kong. The company recently upgraded to the SAP® ERP application to unify operations.

“This approach [SAP products and services] can help the company achieve a quick ROI by best leveraging users’ abilities, business consulting, and product consulting. It also provides benefits such as reduced implementation time and cost.”

Ricky Cheung
IT Vice President
Blue Box Holdings Ltd.