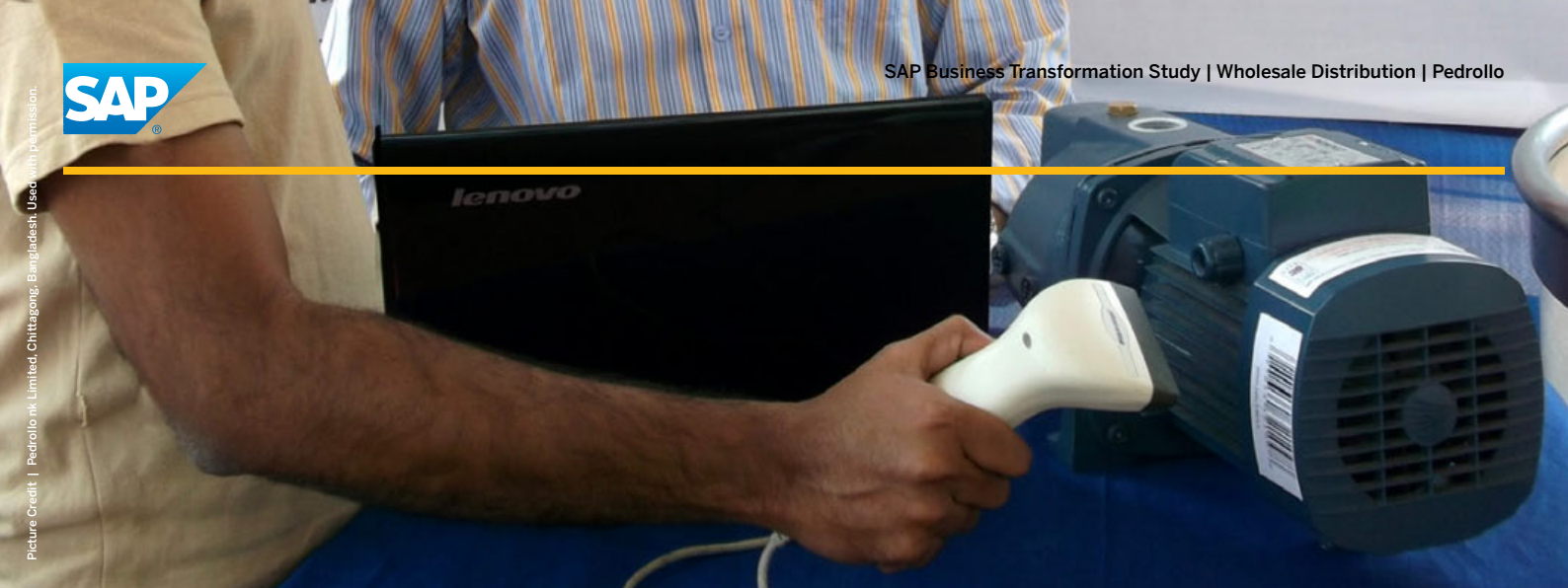




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Pedrollo: Setting a Standard for Enterprise-Wide Business Processes with the Rapid Deployment of SAP ERP

Pedrollo nk Limited is the leading supplier of electric water pumps in Bangladesh. Recently undergoing rapid growth, Pedrollo is now considered the premier water management company in Bangladesh. With growth comes process management challenges, which were overcome when Pedrollo selected the SAP® ERP rapid-deployment solution for trading industries to meet its increasingly demanding IT needs.

Partner



Executive overview

Company

Pedrollo nk Limited

Headquarters

Chittagong, Bangladesh

Industry

Wholesale distribution

Products and Services

Electric water pumps

Employees

120

Group Revenue

BDT 1 billion (US\$13.3 million)

Partner

Optimal Solutions

BUSINESS TRANSFORMATION

The company's top objectives

- Integrate business information across all sales and distribution centers and all functional departments
- Improve organization-wide internal controls
- Give stakeholders confidence in the financial reports

The resolution

- Implemented the SAP® ERP rapid-deployment solution for trading industries
- Secured support of key staff to ensure effective communication between project teams
- Followed best practices to complete establishment phase in 54 working days

The key benefits

- Enables real-time information for better operational, financial, and strategic planning purposes
- Provides better customer service through improved inventory control
- Delivers reduced costs in material use and overdue accounts

[Read more](#) ▶

TOP BENEFITS ACHIEVED

40%

Reduction in level of overdue receivables

20%

Lower inventory levels at any given time

20%

Reduction in cost of materials used

[See more metrics](#) ▶



“With a network of service centers and distribution points across Bangladesh, we needed IT system integration to serve our customers better. SAP software provides us a complete solution.”

Imran Khan, Director, Pedrollo nk Limited

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Creating conditions for the very best business decisions

Pedrollo nk Limited has a reputation for supplying quality water pumps to the Bangladesh market. Due to increasing demand for its top-performing products, Pedrollo needed a new information framework to sustain sales growth at levels that could meet its profit targets. The company presently has 15 distribution centers and 187 active agents throughout the country. It was time to standardize its business processes to deliver a higher quality of data and to increase the security demanded of its growing network.

For senior management, the objective was clear: to streamline Pedrollo's processes to improve the overall standard of its material logistics. The company needed to reduce the cost of extracting information while ensuring that all operational and financial reports were accurate and could be produced in a timely manner.

Pedrollo decided that the SAP® ERP rapid-deployment solution for trading industries – with procedures based on the SAP Best Practices packages – was the answer. Therefore, the company began to work with Optimal Solutions to implement a single enterprise-wide solution that would meet all its business needs. As an award-winning SAP consulting partner with extensive industry experience, Optimal worked seamlessly with SAP to give Pedrollo the best possible result.

The SAP solution has the functionality to centralize and integrate the complex task of information management, and Pedrollo decision makers were confident that the software would transform the business. Staff looked forward to working with a scalable and adaptable solution that would serve the company's current and future business needs.



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Integrating processes to meet the needs of the organization

What Pedrollo needed was integration of its information systems for improved decision making and greater ease of complying with regulatory standards. The company was striving to reduce the number of manual processes, cut operational costs, and increase accuracy and timeliness of data across the organization. Optimal's Bangladesh-specific solution, "Optimize Udyog One," was built on top of Pedrollo's SAP ERP rapid-deployment solution for trading industries to deliver the cost-effective solution Pedrollo was seeking.

Pedrollo set about the implementation with an inclusive approach, first making certain that its employees understood the impact of the implementation on all parts of the business. Team leaders published a detailed plan that encompassed all system architecture and interface issues. They established open lines of communication between the project and operational teams and put in place robust issue-resolution processes. The project sponsors in senior management assumed ownership of the installation, hence ensuring full buy-in from everyone affected by the changes to come.

SAP partner Optimal Solutions supported Pedrollo's project teams by helping to localize the SAP Best Practices package to suit the circumstances of doing business in Bangladesh, and using Optimize Udyog One to rapidly deploy the SAP ERP application. Establishing an effective IT structure and providing rapid deployment to get the business up and running quickly, the IT teams completed the full implementation in **just 54 working days**. The confidence and commitment of all parties allowed for ambitious scheduling that would minimize project costs and deliver the benefits sooner.



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Servicing the market from a position of strength

Today at Pedrollo, integrated processes with centralized control provide clearly visible information for fast, fact-based decision making. Improved financial controls and risk management mean that staff can serve the market more effectively, which will ultimately result in increased profitability.

Prudent stock management using price and quantity mechanisms has lowered material costs, while inventory loss at some storage locations has

been virtually eliminated. Faster order processing has reduced delivery times, generating more repeat business while also contributing to a more efficient use of storage space. One of Pedrollo's challenges was controlling the performance of its widely dispersed dealership network. Now with systems that quickly report exceeded credit limits – along with better stock monitoring – staff can take faster action against overdue accounts. The result: a major improvement in Pedrollo's cash flow.

KEY BENEFITS

40%

Reduction in level of overdue receivables

20%

Reduction in cost of materials used

20%

Lower inventory levels at any given time



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Springing into the future with confidence

The scalability of its SAP ERP rapid-deployment solution for trading industries gives Pedrollo all the IT options it needs for the future. With new benchmarks in place for making business decisions, the company is positioned to expand the use of its SAP software, using it in new ways for continued growth.

Pedrollo employees now appreciate and understand how their new software helps them do their jobs and are looking forward to becoming even more empowered users. They are developing sophisticated business intelligence reports for many tasks: comparing supplier performance and price, noting material stock turnover, and reporting on their profit centers, among others. Pedrollo is also beginning to explore the software's business analytics functionality that will enable staff to explore and interpret their data wherever they are located. Pedrollo is stepping into the future with confidence, thanks to its integrated, enterprise-wide SAP ERP rapid-deployment solution for trading industries.



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