SAP Business ByDesign™

SAP Customer Success Profile
Consumer Products

HELIOTRON KERZEN

INCREASE PLANNING ACCURACY WITH INSIGHTFUL REPORTS

German candle manufacturer Heliotron Kerzen GmbH is one of the world's leading producers of innovative liquid wax candles, with distribution and sales in more than 25 countries. The SAP® Business ByDesign™ solution provides Heliotron with a rich, user-friendly interface for integrated business processes.

"SAP Business ByDesign enables us to map our sales management, procurement, shipping, and accounting processes seamlessly into one system. The on-demand solution increases our awareness of what is going on in the company and helps us keep pace with our rate of growth."

Oliver Schneeberger, Proprietor, Heliotron Kerzen GmbH

QUICK FACTS

Company
- Name: Heliotron Kerzen GmbH
- Location: Freiburg (Breisgau), Germany
- Industry: Consumer products
- Products and services: Manufacturing and sale of liquid wax candles
- Revenue: Approximately €4 million
- Employees: 45
- Web site: www.heliotron.com

Challenges and Opportunities
- Smoothly integrate different lines of business
- Enable secure and stable business processes
- Replace a heterogeneous application landscape

Objectives
- Network departments together
- Integrate an online sales channel for the iPad into the business
- Speed up production processes
- Increase operating capacity
- Improve transparency across the business
- Automate performance-related remuneration system for sales representatives
- Reduce interfaces

SAP® Solutions and Services
SAP® Business ByDesign™ solution

Implementation Highlights
All operational processes, including logistics and accounts payable, now on one standard platform

Why SAP
- High degree of flexibility and adaptability to custom requirements
- Easy-to-use, standardized software
- On-demand solution with accessibility from all locations
- Use of Web services for mobile access

Benefits
- Faster and simpler working practices through company-wide network
- Lower hardware and maintenance costs
- Increased transparency for defined key performance indicators
- More reliable planning with comprehensive, consolidated reports

Existing Environment
- Sage Classic Line
- Salesforce CRM

HELIOTRON Candles

www.sap.com/contactsap

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Heliotron, Freiburg, Germany

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