SAP Business One

SAP Customer Success Profile
Oil and Gas

APEX FUELS

FUELING FUTURE GROWTH WHILE ORCHESTRATING GREATER REVENUE IN LOW-MARGIN BUSINESS

Apex Fuels Inc., a supplier of petroleum products, selected OrchestratedFUEL, built on the SAP® Business One application, in the early stages of the business. The solution has provided a scalable, industry-specific foundation that has facilitated Apex Fuels' rapid expansion and helped maximize profit.

"SAP Business One has helped our organization streamline business processes while providing total transparency into our operations, resulting in reduced workloads and increased profitability."

Greg Cunningham, CEO, Apex Fuels

QUICK FACTS

Company
- Name: Apex Fuels
- Location: Upland, California
- Industry: Oil and gas
- Products and services: Wholesale petroleum marketing, fuel management solutions
- Revenue: US$35 million
- Employees: 5
- Web site: www.apexfuels.com
- Implementation partner: Orchestra LLC
- Software solution partners: coresystems USA Inc. and zedIT Solutions Inc.

Challenges and Opportunities
- Streamline order-to-cash process
- Enable salespeople to view company data and place orders while in the field
- Maximize profit per dollar of revenue in high-volume, low-margin business

Objectives
- Implement a scalable, industry-specific solution that's usable from day 1 and robust enough to meet future needs
- Extend the solution to mobile devices for anytime, anywhere access
- Move the business to the Web so that customers can place orders for fuel and make payments online

SAP® Solutions and Services
OrchestratedFUEL, built on the SAP® Business One application

Implementation Highlights
- Completed in 6 weeks
- Posted invoices on day 1; accepted online payments within 2 weeks of going live
- Reduced IT costs by running the solution in the cloud
- Saved on training costs by using a train-the-trainer approach

Why SAP
- Ability to deploy platform with the scalability to address long-term growth
- Usability of the software
- Role-specific dashboards provided by a cockpit in SAP Business One
- Extendable to mobile devices
- Extensive experience in the industry

Benefits
- Reduced invoice delivery time by 50%
- Shortened order-to-cash time by 2 days (70%) by accepting electronic funds transfers (EFT)
- Increased revenue threefold while using OrchestratedFUEL
- Managed significant growth while adding only 3 employees
- Increased online ordering and payments from 1% of customers to 30%
- Reduced EFT transaction costs by 90% with OrchestratedFUEL's EFT functionality
- Captured new customers thanks to price notification features of OrchestratedFUEL

Additional Third-Party Software
- coresuite country package and coresuite mobile
- zedIT Web Portal

ApexFuels
tomorrow's energy today.

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