Sunraysia: Squeezing More Profit from the Juice Business with SAP® Business One

Sunraysia

Executive overview

Company

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Solution | Benefits

Company
Sunraysia

Industry
Consumer products – beverage companies

Products and Services
Fruit juices

Web Site
www.sunraysia.co.uk

SAP® Solutions
SAP® Business One application

Partner
Sapphire Systems plc

Named for the Sunraysia district of Australia where the company started, Sunraysia juices have achieved international favor. With the company's global growth came the need for **multicurrency transaction accounting** and a complete enterprise resource planning (ERP) solution. Since the company selected the SAP® Business One application, its profits just keep getting sweeter.

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A new concept: healthy juices that taste good

Sunraysia develops, markets, produces, and sells fruit juice. The company was established in Australia in 1985 by entrepreneur Dan Presser. Presser decided that existing juice products were either low quality and not particularly healthy, or healthy and wretched tasting. He set out to remedy this situation with the intention of producing the highest quality juices that simultaneously delivered genuine health benefits and great flavors. The business has grown substantially on the basis of this principle; it is now a highly successful brand in seven countries.

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A multicurrency financial system

Sunraysia sources from multiple countries working in multiple currencies; production, warehousing, and transport are outsourced. The incumbent financial accounting system had been in place since the company was a small business. As Sunraysia expanded to operate in several different countries, the staff found the old system too limited to run the business, and they weren't confident that it was sufficiently robust to cope with their growing requirements. The old system could not handle real-time changes when purchasing was done in different currencies, nor could it give management a true picture of the company's financial accounts at any given time.

Sunraysia faced the options of either extensively customizing the existing financial management system or implementing a new one. Ultimately, the company chose to look for something newer and more comprehensive. The management team decided they required a financial management solution that supported multicurrency and international capabilities. They also wanted a customizable solution that could scale to grow with the company. Following a review of potential solutions including Oracle and Sage Line 200, they decided on SAP Business One implemented by Sapphire Systems plc. The plan was to implement the software first in London and then roll out the solution to other operations in the United Kingdom, Australia, and Hong Kong.

"We were after a system that would do what we wanted, rather than the other way around," says Justin Presser, managing director at Sunraysia. "A good solution should make our way of working more efficient, rather than making us fit in with how the solution works by changing systems and processes already in place."

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An integrated system that's comprehensive and flexible

SAP Business One is a complete, fully integrated ERP application. Unlike niche solutions, it supports all the processes required to run an entire business, including functions covering financials, sales, customers, inventory, and operations. And because it is designed specifically for small businesses, it can be installed quickly and is straightforward to maintain and use.

Sunraysia was convinced SAP Business One was the right choice for the company because it is a global solution with multicurrency functionality, and it can hold information on all aspects of the business operation and provide management with real-time reporting and analysis. Ease of customization also factored into the decision.

Sunraysia found other positive aspects to SAP Business One as well. It provided the company with the flexibility needed to assign attribute properties according to roles, such as customers, suppliers, and partners. "When it comes to audits, the integrity of the data is spot on," says Simon Peutrill, Sunraysia's group finance director. "Reporting is straightforward, and reporting cycle times have been reduced dramatically. It's user-friendly. Training new users – for both finance and nonfinance personnel, such as the sales team – was no problem." Presser adds, "Ultimately SAP Business One was the best fit for Sunraysia's requirements, as it is a globally supported solution that can grow with the company."

"Initially there was concern that the magnitude of an SAP solution might be too much for us, but SAP Business One is a good fit for a company of our size."

Justin Presser, Managing Director, Sunraysia

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Thorough and detailed planning and delivery

With the bulk of Sunraysia's operations in Australia, the obvious choice was to use a local implementation partner, but Peutrill's previous experience led him elsewhere. "I was confident that Sapphire would do the best job, ultimately providing the best value for the money," he explains.

The Sapphire team impressed Sunraysia with the very thorough and detailed planning and delivery of the project. "Dealing with an organization the size of Sapphire gives you access to all the resources that you need for a successful project and postimplementation support," says Peutrill. "I rate the support service from Sapphire very highly. Any questions or queries are always answered as needed; we make good use of the support team based in Mumbai outside of UK support hours and find it works very well. The technical support team is also very good."

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Transforming the management of the business

Since the implementation of SAP Business One, Sunraysia has benefited from considerable cost savings. There has been a significant reduction in the number of days taken to close monthly and annual accounts. Cost avoidance has occurred because the company has been able to get more done without adding headcount.

"Management of the business has been transformed," says Peutrill. "We are no longer operating blindfolded. Cash flow and profitability have improved, and we have visibility into profit on a customer-by-customer basis."

Management at Sunraysia is now able to understand the business to a far better degree. For example, it is now possible to see what has been sold at the end of each day. Previously the company had no visibility into its sales from month to month, much less day to day.

Closing the monthly books used to take 10 to 15 days; now it takes one. SAP Business One has freed up accounting resources and cash and has enabled the UK operation to take control of its own financial affairs and manage its own accounts; previously this was managed by the Australian headquarters.

"We are now much more on top of stock, inventory, and cash," says Peutrill. "Orders and stock are processed in real time, and we have been able to halve our inventory, reducing it by US$1 million. We couldn't have done that without getting a good, tight handle on our inventory. Thanks to SAP Business One, we now have that."

$1 million

Inventory reduction

SAP® Business One

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