Weight Watchers Israel: Meeting Goals to Expand Infrastructure and Optimize Business Processes

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Partner

Todan Information Technologies

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Company
Weight Watchers Israel

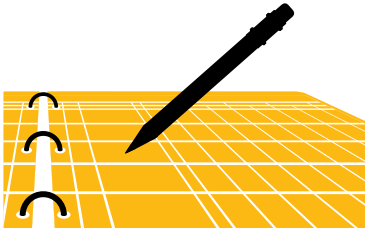
Industry
Healthcare

Products and Services
Weight management services, including over 450 weekly meetings that offer members group support and instructions on healthy eating patterns, behavior modification, and physical activity

Web Site
www.weightwatchers.com
www.shomreymishkal.co.il

SAP® Solutions
SAP® Business One application, SAP Crystal Reports® software

Partner
Todan Information Technologies



For more than 40 years, Weight Watchers Israel has achieved unparalleled success in helping people meet and sustain weight loss goals. With the SAP® Business One application, Weight Watchers Israel has **efficiently managed skyrocketing growth** and benefits from optimized business processes, including improved communication and collaboration, a clearer picture of its customers, and better sales management.

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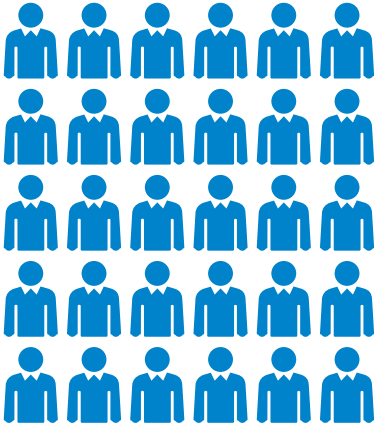
A worldwide mission of healthier living

Over its 40-plus years of enterprise as a franchise of Weight Watchers International, Weight Watchers Israel has established itself as the leading provider of weight management services in Israel, with a mission to help people lose weight safely and effectively and keep it off. The company operates nationwide.

Over the last decade, Weight Watchers Israel experienced dramatic growth, nearly tripling its business scope. To support the expansion of activities, new customers, and a growing number of group leaders, management decided to upgrade its technology infrastructure and, thereby, optimize managerial effectiveness, sales, and customer service processes. The Israeli franchise has 300 employees.



300

Employees

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Accommodating growth

Expansion meant change. "When we expanded, we increased the number of weekly meetings from 150 to 450. To help manage this growth, we needed to replace the numerous management applications we were using with a single application that allowed for efficient and coordinated communication and collaboration across multiple departments," says Sharon Romem, the company's vice president of business development. Thus, the need to upgrade from a customer relationship management system and several other legacy systems and to process meeting reports more efficiently became clear.

The legacy systems operated for a decade, but they became slow, and our support options were limited," says Romem. "In addition, it is important for us to use software that allows synchronization and cuts administrative infrastructure to the minimum number of interfaces required. We also wanted to maintain minimal updates on parallel systems."

"We needed a system to identify individual branches and groups and allow us to specify meetings by day, time, and audience type. Upgrading payment handling to rental vendors was also a priority, and we needed a new mechanism for payment control."

Sharon Romem, Vice President, Business Development, Weight Watchers Israel

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Making the right choice

With the help of Teum F.Y. Consultants, Weight Watchers Israel outlined its organizational needs and business processes. The new software had to optimize business operations and track meetings and reports generated by meeting leaders, facilitate relationships with rental vendors, and manage human resources and the interface for the employee payroll system.

Weight Watchers Israel provided these software requirements to several suppliers and reviewed their proposals. The SAP Business One application offered the best and most comprehensive software for expanding the Weight Watchers Israel technology infrastructure and optimizing business processes.

"We selected SAP because of its upgrade process, ongoing development, and available support," explains Romem. Implementation was carried out by Todan Information Technologies, an SAP channel partner. "We selected Todan Information Technologies because we were impressed with their professionalism and experience with implementation and development," he continues.

"In addition to the development environment, the SAP software provides unprecedented functionalities for routine upgrades to new versions and developments."

Sharon Romem, Vice President, Business Development, Weight Watchers Israel

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Starting the new year right

Before implementing SAP Business One, Weight Watchers Israel upgraded its computer systems, replacing 15 desktops and purchasing a dedicated server for the new business management software.

Weight Watchers Israel launched SAP Business One at the beginning of the fiscal year. Romem says, "We opted for a phased rollout rather than implementing the application simultaneously throughout the organization. This approach allowed us to launch the software in our customer service department first and closely monitor and align the entire infrastructure. We ensured we were prepared for data sharing across all of our departments before proceeding any further."

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An improved business reality

With SAP Business One, Weight Watchers Israel is optimizing all aspects of its business, starting with financial management and extending to appointing leaders and managing their performance, managing branches, and establishing meeting calendars. The application also facilitates rental management, monitors vendor payments, and generates management reports using SAP Crystal Reports® software.

SAP Business One monitors customer business activity and analyzes sales method effectiveness across customer segments. Additionally, it helps management assess the productivity and efficiency of meeting leaders. SAP Crystal Reports provides graphic reports to manage and analyze organizational business activity. And since Weight Watchers Israel conducts its meetings in rented spaces, the rental payments wizard provided in SAP Business One helps manage the company's rental agreements.

Another bonus: upgrading customer information in the application allows Weight Watchers Israel to view customer purchase habits and preferences. Romem adds, "We offer services to many customers, and learning about them is important to us."

"Thanks to the SAP application, we now have customer purchase history – which we didn't have before. This provides us information on customer demographics and segments and lets us analyze our customers in general, according to their purchases."

Sharon Romem, Vice President, Business Development, Weight Watchers Israel

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A new day at Weight Watchers Israel

"One of the prominent benefits of choosing SAP Business One is the improved transparency and collaboration in the organization. Departments don't always consider the impact of their actions on other departments," explains Romem. "Today I can get the information I need instantly, whereas I previously had to ask the financial department for it and wait. I have access to cross-organization managerial data and the ability to export it if I so choose."

Since implementation, the cooperation between departments is helping the company operate better, from the administrative level through activity levels and output levels. "We have a great opportunity to see how every department works and to modify work processes when necessary. Our sales management in the 'At Work' segment – where Weight Watchers takes weekly meetings out into the workplace – has improved as well," Romem comments. "We can now document every step of the sales cycle, beginning with the lead and ending with closing the deal."

There was a change in the organization's activity. Originally, the Weight Watchers Israel main office worked with many systems, including third-party applications, custom-developed systems, Microsoft Office interfaces, and procurement and inventory management software. Today SAP Business One works as a comprehensive solution that covers all of the organization's business processes. "Our administrative abilities improved because of the new infrastructure, and now we can focus on looking ahead," says Romem.

"The new application offers new functionality, better performance, and unprecedented competitive advantage. We are enhancing our data analysis capabilities and improving the administrative, marketing, and financial aspects of our operations."

Sharon Romem, Vice President, Business Development, Weight Watchers Israel

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