SAP Business ByDesign™

SAP Customer Success Profile
Automotive – Automotive Supplier

RACEMARK INTERNATIONAL

SUPPLIER OF AUTOMOBILE FLOOR MATS USES SAP® SOLUTION TO STREAMLINE OPERATIONS

Racemark International LLC is a global supplier of custom automobile floor mats and related accessories. When Racemark and its online distributor, GGBailey.com, needed new software, they chose the SAP® Business ByDesign™ solution, which offered the features, visibility, control, and support they needed.

"We were looking for a software-as-a-service solution to replace our outdated applications. SAP Business ByDesign had the features we needed. It has allowed us to streamline marketing, sales, and other operations. Now we can focus more effort on growing the business."

Ginger Cannon Bailey, CEO, Racemark International LLC and GGBailey.com

QUICK FACTS

Company
- Name: Racemark International LLC
- Location: Calhoun, Georgia
- Industry: Automotive
- Products and services: Floor mats and related accessories for luxury cars; pet mats; mats for the home
- Employees: 150
- Web sites: www.racemark.com, www.ggbailey.com

Challenges and Opportunities
- Overcome lack of visibility into business processes resulting from outdated and unsupported software
- Improve marketing, sales, sourcing, purchasing, supply chain, manufacturing, and warehousing operations
- Gain greater control over financial processes

Objectives
- Implement fully integrated solution to increase visibility into business processes
- Grow the business without increasing IT infrastructure by outsourcing IT functions
- Support decision making in a lean manufacturing environment with real-time information about day-to-day operations
- Streamline business processes
- Adopt best business practices

SAP® Solutions and Services
SAP® Business ByDesign™

Why SAP?
- Fully integrated software-as-a-service solution
- Built-in support for proven best practices and business processes
- Proven track record in providing solutions that integrate core business processes

Benefits
- Streamlined and more efficient business processes
- More effective decision making
- Enhanced ability of management to focus on growing the business rather than on keeping track of day-to-day operations

RACEMARK

GGBAILEY.com

www.sap.com/contactsap

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