SAP Business All-in-One

MANAGING SAP SALES GROWTH RANKS AMONG ITS BIGGEST CHALLENGES

HONG KONG–BASED COMPANY BLAZES INTO ERP AND BI SOFTWARE MARKETS

QUICK FACTS

Company
- Name: Toppan Forms Computer Systems Ltd.
- Location: Hong Kong
- Web site: www.toppanforms.com
- Year founded: 1972
- SAP partner since: 2008
- Employees: 180

Business Model Summary
One-stop source for SAP® products and services with emphasis on SAP Business All-in-One solutions and SAP BusinessObjects™ Edge Business Intelligence software

Industries
- Banking
- Insurance
- Telecommunications
- Education
- Utilities

Hong Kong–based Toppan Forms (HK) Group is a large subsidiary of a highly diversified conglomerate, but Alan Ho, the senior manager of its solution business division, Toppan Forms Computer Systems Ltd., describes **focus** as the main reason for its catapulting growth in SAP sales. In 2010 the company became SAP's fastest-growing partner in Hong Kong and one of the top three across the Asia-Pacific-Japan (APJ) region. After just five months of sharp focus on SAP® Business All-in-One solutions and SAP BusinessObjects™ Edge Business Intelligence software, Toppan Forms ascended to gold partner status in the SAP PartnerEdge™ program.

Ho also quickly points out that Toppan Forms' exponential growth in SAP sales over the past year correlates to what he sees as a channel-centric change at SAP. "SAP is very different today," Ho says. "I can clearly see its strategic commitment to partners. Such channel emphasis gives us the impetus we need to continue building on our SAP sales success."

Through carefully aligned quarterly planning with SAP and a clear go-to-market strategy, Toppan Forms has established a powerful sales engine and compelling delivery model. Its expanding SAP software expertise is backed by the company's executive management vision, strong overall corporate support, and training programs that keep them on top of SAP developments.

A team of 20 highly skilled consultants – each typically with 3 to 10 years of SAP software–related experience – sets the torrid pace. They comb the market for SAP opportunities and put in motion a methodical process that expedites sales cycles and swiftly moves into implementation with exceptional quality control standards. Armed with Apple iPads to demo SAP solutions, these top-notch consultants provide immediate answers to prospects' questions, leveraging the unique fast-start program for SAP Business All-in-One solutions at each juncture.

"Fast Fish Eat the Slow Fish"

"In this market, no one wants to wait a long time to achieve results, and I'm sure this is true throughout the world," Ho asserts. "With the fast-start program, SAP gave us exactly what we

TOPPAN FORMS

needed to deliver on customer expectations. We've even been able to implement comprehensive SAP Business All-in-One solutions in as few as three or four months. We have a saying here – fast fish eat the slow fish – and with this program for SAP solutions there's no problem satisfying our appetite."

The fast-start program helps partners speed customer time to value with "consumption-ready enterprise resource planning (ERP)" that can be extended with integrated customer relationship management and business intelligence (BI) functionality. Corresponding resources enable automatic estimates of total solution costs, including software, hardware, and services.

"Fast-start simplifies every aspect of the sales and implementation process," Ho explains. "Our customers are looking for **value** – solutions that grow with them. No other business management software provides such strategic advantages, and we are looking to expand our presence in multiple markets across the APJ region."

SAP's Channel Focus Runs Deep

"We're concentrating on managing our growth to about a 20% to 30% increase in the coming year," Ho says. "SAP has been instrumental in putting us on this prosperous course. The commitment runs deep from all levels of the SAP organization. It starts at the top with senior management taking decisive action to drive sales to small and midsize enterprises through partners. Other business software companies just don't live up to such proclamations. You can literally see the difference at SAP."

According to Ho, Toppan Forms has also undergone a transformation in regard to SAP. "We initially began selling SAP Business One application licenses several years ago, but we didn't devote sufficient resources to it at the time. Having the right people is critical. We are now fully committed and looking to grow our qualified SAP staff as rapidly as possible. The SAP partner ecosystem gives us great contacts for this purpose, plus we can rely on SAP to help train us to keep pace."

In terms of marketing its SAP business, Ho refers to a variety of initiatives ranging from press communications to targeted events the company conducts each quarter. These typically attract more than 100 attendees – decision makers with likelihood to consider SAP solutions now or down the road. Such prospects often need hardware upgrades as well. "But software is really top of mind, as that's the type of investment where they'll get the most immediate business value," Ho adds, noting that SAP solutions frequently pave the way for server sales and other technology investments that support growth. Toppan Forms' IT business is booming on many fronts.

"All of what we do with SAP relates back to our business plan – both annually and quarterly. This joint commitment makes the difference. It begins with knowing and effectively positioning the right solutions for our business model and our customers. We stick to our go-to-market strategy, yet realize that we must be nimble enough to make tactical adjustments at times to meet our goals, which include geographic expansion. You can't take anything for granted when you have the ambition that we do."

Brand + Trust + Investment = Growth

When Toppan Forms started out in 1972 as a joint venture pioneering innovations in the business forms industry, the company basically built its success on core fundamentals that remain its foundation today. It's a much more complex mix of operations, however, that can make the focus that Ho advises infinitely more challenging. The firm's 10 offices in the APJ region offer print products, data management services, card products (such as credit, ATM, phone, medical and insurance, and hotel key cards), comprehensive IT services, and more. SAP software is essentially among the company's newest growth drivers.

With nearly 40 years of experience on its side, Toppan Forms finds it relatively easy to open new business doors. The company's long history and reputation as a reliable leader in various market segments has made it one of the region's most trusted brands. "The strong global SAP brand combines with ours locally to solidify our joint value proposition," Ho explains. "The odds are no doubt tilted in our favor when we walk in the customer's office with this level of brand equity. It already helps us address foremost questions and concerns. Many companies come and go. Not us. We're not going to suddenly disappear. We'll both be there for the customer whenever they need us – before, during, and after the sale."

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Alan Ho, Senior Manager, Solution Business Division, Toppan Forms Computer Systems Ltd.

As opportunities proceed with its 20-person SAP team providing pre-sales and sales consultation as well as implementation services, Toppan Forms ensures all on-site needs are met while introducing exceptional ongoing support. This includes live-answer phone-based services from certified specialists with instant remote desktop access, plus a robust self-service portal that customers can leverage to build their own SAP software knowledge and capabilities.

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"We provide a single point of contact as well as the flexibility to engage us in other ways that best fit the customer's internal expertise and depth of resources," Ho says. "We've become a one-stop solution while giving our customers the room to grow on their own and with us too!"

In the months ahead, Toppan Forms expects more and more companies to seek its services and the advantages of SAP solutions. This encouraging outlook is even more promising, as the company recently became a "master value-added retailer" in the SAP Extended Business program, which enables closer partnerships with IT solution and service providers who are not currently doing business as SAP channel partners. It's a great way for partners like Toppan Forms to build their own ecosystem to support overall growth. Program members recruited by Toppan Forms then gain access to SAP training and other resources that enable these specialists to more effectively engage in SAP-related business. With this program, Toppan Forms has the option to drive new opportunities with its affiliates, as warranted, or it can jointly pursue leads brought to them by program members. "We are excited about the possibilities," Ho says. "It's another way SAP is showing its unmatched commitment to channel partner success."

Ho sees small and midsize enterprises everywhere that want to grow more efficiently, with greater control and better insight into their daily operations. "ERP and BI are the perfect combination. We feel the same way about Toppan Forms and SAP. This is a partnership with true staying power."

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