SAP Business All-in-One

**SAP Customer Success Story**
Professional Services

# G3 GLOBAL

## LEADING IT CONSULTANCY ROAD TESTS AND RESELLS SAP® BUSINESS ALL-IN-ONE SOLUTIONS

"Our SAP Business All-in-One solution met our needs to become an integrated business and serves as our own case study for prospective clients. There's nothing like drinking your own champagne to impress the market."

**Chris Gunter,** CEO, G3 Global Ltd.

## QUICK FACTS

**Company**
- Name: G3 Global Ltd.
- Location: London
- Industry: Professional services
- Products and services: Deliver and develop enterprise solutions and consulting services
- Web site: www.g3it.com

**Challenges and Opportunities**
- Integrate existing processes to shorten times for aggregating and reconciling data
- Achieve one version of the truth
- Test rapid deployment of an SAP® Business All-in-One solution by implementing it internally
- Leverage the successful deployment to bring similar results to other small and midsize companies

**Objectives**
- Integrate all processes involving employees, customers, vendors, and partners into a single overview of enterprise operations
- Simplify financial consolidation
- Document the implementation process for subsequent use with clients

**SAP Solutions and Services**
SAP Business All-in-One fast-start program

**Implementation Highlights**
- Proved the effectiveness of tightly managing scope while planning for iterative innovation downstream
- Won the SAP gold quality award for exemplary implementation using best practices
- Held firmly to the 6-week deadline for rapid deployment

**Why SAP**
- Reliable brand and expertise in enterprise information management solutions
- Proven solution for midsize companies
- Scalability to accommodate global growth
- Most complete solution for current and projected needs
- Established relationship with SAP

**Benefits**
- Improved employee productivity by providing greater visibility along the value chain
- Shortened month-end closing from 14 days to 6 hours
- Replaced 2-week time frame for billing with immediate 1-click invoicing
- Boosted credibility with clients requiring an SAP Business All-in-One solution

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G3 Global Ltd. had a unique opportunity to implement a solution for business integration for which it is also an authorized reseller. "Like many midsize companies, we could derive only limited business intelligence from our nonintegrated legacy applications and their disparate output. Financial consolidation was a weeklong headache," says CEO Chris Gunter. "So we became a test site for rapid deployment of an SAP® Business All-in-One solution. Our success gained us both operational excellence and industry credibility."

## Recognizing the Need for Business Integration

London-based G3 Global is an SAP channel partner and an authorized reseller of SAP Business All-in-One solutions. It helps its clients around the world achieve sustainable growth through process and technology optimization by clarifying vision, setting objectives, and streamlining operations.

G3 Global already had an impressive track record in providing services for enterprise information management to its client base when Gunter decided to direct a magnifying glass toward his own company's infrastructure and processes. The consultancy group was suffering from limitations familiar to small and midsize companies across the globe in our challenging economy. A new push for corporate growth was beginning to bang up against some underlying operational inadequacies. Back-office applications had served their purposes well, but lately users were unable to shape the information for smart decision making into a single version of the truth, so analysis was time-consuming and inefficient. Increasingly, G3 Global was asking its technical staff to create customized interfaces between applications, its financial staff to pull together reports manually, and its business staff to base decisions on outdated information.

This was clearly not a smart way to execute corporate strategy and protect competitive edge. The back-office applications were making jobs more difficult rather than simplifying them. "In short, our technology had become a hobbler rather than an enabler," says Gunter. It was time to integrate infrastructure to help make processes seamless and scalable.

## Choosing a Solution

G3 Global recognizes that improving overall efficiency begins with integrating processes so that all stakeholders in all functions share a consistent overview of the business. Interconnecting applications for procurement, customer relationship management, and human resource management with operational and financial applications quite simply lowers total cost of ownership. With process integration, cross-functional profitability analysis can replace intuition as a basis for forecasting, budgeting, and evaluation, since key performance indicators register consistently across departments and business units. Communication becomes easier and cleaner with a holistic vocabulary and vision, and customers experience better service when sales, deployment, and follow-up are seamless.

Meanwhile, employee motivation increases because staff members can follow the effects of their work downstream and are empowered to innovate by automatic feedback. And improved straight-through operational monitoring facilitates regulatory compliance and keeps a company flexible for ready adaptation to changes in the requirements and standards of its industry.

For small and midsize companies, implementing a solution quickly and with minimal initial investment is as important as fulfilling expectations for process integration. The SAP Business All-in-One fast-start program meets both sets of needs. It provides partners with a set of tools and methodologies that help simplify their offerings and shorten their selling cycles, so they can deliver customer solutions in tight time frames with predefined scope and price. "The SAP Business All-in-One fast-start program was the best choice for G3 Global," says Gunter. "It brings a unified view across our business within weeks, through a rapid deployment of configurable components that leverages best practices for midsize enterprises. It keeps us running smoothly by meeting existing and

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**Chris Gunter,** CEO, G3 Global Ltd.

immediate new needs while leaving room for future growth and innovation." Throughout the implementation, Gunter kept a laser focus on scope and timing, ensuring that the SAP Business All-in-One solution was up and running in six weeks with no downtime and no show-stoppers when the solution went live.

## Making Financial Consolidation Trivial

Before the implementation, financial consolidation at month end had become a painful experience at G3 Global. The necessary figures for reports had to be retrieved from e-mail messages involving multiple correspondents, from files on assorted hand-held devices, and from billing information in several disparate applications. Aggregating the data was a labor-intensive chore, the procedure for doing so was almost never repeatable, and the whole endeavor was a massive 14-day headache.

The first functions that G3 Global implemented were financial accounting and consolidation, along with the technology management procedures to simplify processing. By the second month, after the company integrated those key processes, the month-end closing was reduced to a six-hour job nearly devoid of manual steps. A two-week time to bill was similarly replaced with one-click invoicing by implementing customer order management.

## Building in Business Intelligence

Truly leveraging the vital asset of business intelligence entails retrieving the right data, formatting it as actionable information, and delivering it automatically to the people who need it, while they decide on outcomes. That's the way to be sure staff members support strategy efficiently and seize opportunity boldly. "When a company has real-time and on-demand data, control moves back to the source of the action, and each operational manager can develop appropriate tactics for his or her own staff," explains Gunter. Results of initiatives are visible all along the value chain, which affirms the value of each link and heightens employee engagement levels to increase productivity and creativity.

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**Chris Gunter,** CEO, G3 Global Ltd.

G3 Global has demonstrated in its own operations that the SAP Business All-in-One fast-start program delivers value in a mere month and a half, through the breakthrough approach of rapid deployment. The program helps companies tackle their business intelligence challenge in stages, beginning with a firmly constrained scope covering urgent requirements while building in continuous innovation. G3 Global was able to keep its business going during implementation. It is running smoothly now and learning how to be even better tomorrow. "This model lets us use the savings from the first round of innovation to pay for the next. This creates a great model for continuous business improvement, with emphasis on driving business value at every stage," explains Gunter.

G3 Global followed SAP best practices for rapid deployment so successfully that the company won the prestigious gold award from SAP for superior implementation. In fact G3 Global was placed first in its category in the United Kingdom and among the top five competitors in all of Europe, the Middle East, and Africa.

## Reaping the Rewards

G3 Global actually gained two kinds of rewards from its SAP Business All-in-One solution. First, like other SAP clients, the company was able to automate and streamline business processes to optimize operations and to integrate disparate data to create a unified view of the business. It also tightened financial controls to facilitate regulatory compliance and improved decision making to hone competitive edge.

But second, G3 Global can now resell SAP Business All-in-One solutions with the message that the company walks the walk – that it proved the concept of

rapid deployment in its own business. The deployment fits nicely within the allotted six weeks, as demonstrated by G3 Global itself. And the solution was not just quick but also scalable. Gunter remarks, "Our SAP Business All-in-One solution met our needs to become an integrated business and serves as our own case study for prospective clients. There's nothing like drinking your own champagne to impress the market." G3 Global will continue to be a test case for the continuous improvement that clients everywhere using SAP Business All-in-One solutions can expect.

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