PINKBERRY
SAP® SOFTWARE KEEPS KEEL EVEN AS BUSINESS GROWTH SURGES

Since 2005 when its first store opened, Pinkberry Inc. has offered unique frozen yogurt experiences to customers, urging them to create swirled concoctions as their fancy dictates. With the SAP® Business ByDesign™ solution, Pinkberry has improved overall operations and reined in costs to sustain its growth trajectory.

"Before SAP Business ByDesign, our business processes were fragmented across several systems. Now, we have an end-to-end view of the business and better control, allowing us to collaborate more effectively."

Shannon Holtzman, Controller, Pinkberry Inc.

QUICK FACTS

Company
- Name: Pinkberry Inc
- Location: Los Angeles
- Industry: Consumer products – retail food service
- Products and services: Frozen yogurt, license store sales
- Revenue: US$17 million
- Employees: 300
- Web site: www.pinkberry.com

Challenges and Opportunities
- Manage rapid growth
- Supply management with real-time data to inform key decisions
- Simplify and streamline all business processes to improve efficiency and reduce costs
- Centralize HR processes and financial reporting for 19 company-owned stores

Objectives
Introduce a single, powerful, software-as-a-service (SaaS) solution that will simplify operations, provide greater transparency across the business, and scale to meet the needs of a rapidly growing business

Why SAP® Business ByDesign™?
- Customizable, scalable, SaaS solution that can cost-effectively support current and future business needs
- Single interface to support the full range of business functions, including financials and supply chain, customer relationship, and human resources management

Benefits from SAP Business ByDesign
Key Innovations
- Less IT administration
- Greater support for key business processes
- Fully scalable solution to grow with the company
- Streamlined financial and accounting information and control
- Better insight into everyday operations
- Improved access to data for improved decision making
- Improved management of human resources, including time and labor management
- Fully integrated end-to-end business processes, facilitating internal communication and customer service
- Flexible reporting tools for end users, reducing requests for custom reports

Implementation Highlights
- Completed in 11 weeks
- Easily migrated legacy data using data migration templates
- Streamlined implementation task execution using the business configuration work center

pinkberry®

www.sap.com/contactsap

50 100 501 (10/06)
©2010 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, Clear Enterprise, SAP BusinessObjects Explorer, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP France in the United States and in other countries.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

THE BEST-RUN BUSINESSES RUN SAP™