

SAP Customer Success Story

“SAP Business One had a competitive edge over the other software solutions because of its flexibility for a growing company like ours.”

Mr. R. Ramu, Managing Director,
Dawood Exports Pte Ltd



AT A GLANCE

Dawood Exports Pte Ltd

Industry

Wholesale – Groceries

Key Challenges

The existing system could not quickly and accurately manage critical financial information. The system also struggled to support the multi-currency requirement of the business and the finance department had to manually compute the numerous currency calculations and conversions. Besides being inefficient, the result was prone to data error.

Implementation Partner

Sabre Information Services

Solutions and Services

SAP® Business One

Implementation Highlights

- The implementation was about two weeks.
- The company is using the core distribution and finance modules to monitor sales and inventory.

Key Benefits

- Critical information is now available online to staff.
- Customer satisfaction has improved as they are provided with up to date information.
- More efficiency in the delivery and invoicing process.
- Management and Sales department are able to quote and monitor sales and profitability in real time.

DAWOOD EXPORTS PRIVATE LIMITED

IMPROVING CUSTOMER SERVICE AND EFFICIENCY

Dawood Exports Private Limited, a trading and distribution company, has consistently achieved market share growth in its successful line of business. The company began its operations in 1910 specialising in ship chandling. Over the years, apart from the ship chandling business, Dawood turned their attention to establishing a strong trading division and extended its product range to include quality international brands such as Barilla, Wasa, San Benedetto, Riso Gallo and Celestial Seasonings. As a privately owned independent marketing entity, business has grown rapidly. Demand for the products carried by Dawood is fueled by orders from airline kitchens, hotels chains, and large shopping outlets with extensive business operations such as Carrefour, Cold Storage and NTUC.

“We needed a system with the ability to accurately and efficiently track stocks and cost.” said Mr R.Ramu, managing director of Dawood Exports.

For Mr. R. Ramu, that was the motivating factor. With an extensive network of operations, the company needed a proper system to manage the data to meet its growing needs.

Dawood’s management made the tough call to dispense with the old system when they found the system could not quickly and accurately manage critical financial information. The system also struggled to support the multi-currency requirement of the business and the finance department had to manually compute the numerous currency calculations and



conversions. Besides being inefficient, the result was prone to data error. As a result of growth of the company's operations over the years, it became necessary to identify a solution that offered total integration to cope with the diverse range of products under its portfolio. The solution also had to be user-friendly and should not require a lot of processing time.

"Although it was a challenge at the start of the implementation process and we needed a lot of support at the beginning to make the system work, what was central was our systems integrator's committed strategic and consultative role in managing the process. We were prepared to invest in this project and our main strategy was overcoming and managing the amount of information to be processed so that the flow of information is not compromised. SABRE played an integral role in making this strategy successful and the changeover was relatively easy." said Mr R.Ramu.

The move to implement SAP® Business One was timely. The solution was installed in mid-July 2004 and implementation time was about two weeks. The system went live in August. The company is using the core distribution and finance modules to monitor sales and inventory.

With the solution currently in place, Dawood is able to be in constant touch with customers and provide them with up to date information in a cost effective manner. Most of the critical

information is now available online and transparent to the staff. Customers are provided with delivery orders and invoices simultaneously. This has resulted in cutting down on waiting time and hence improved customer satisfaction. Similarly, quotations are available online and this has enabled both the management and sales department to monitor the sales for the month to determine the level of productivity and profitability.

Demand for Dawood's range of products is strong and business volume has increased over the years and is growing consistently. The trend is expected to continue.

"The Asia Pacific is a dynamic and growing region to do and be in business in the coming months. By leveraging on IT, I have managed to enhance my

operations and retain our competitive edge in business", said Mr R.Ramu.

"My strategy with IT is to continue developing an efficient organisation structure and as we embrace new technology in our business, we are able to document it. We realised the benefit of the SAP Business One solution as workload has been significantly reduced once our users adapted to the new system. Another key factor was SABRE's approach and methodology which helped save us time during implementation as disruption to normal trading duties were kept to a bare minimum. We now have the ability to capture, organise and utilise information, and the knowledge is now a strategic weapon and the key to our company's success."

Mr. R. Ramu, Managing Director, Dawood Exports Pte Ltd