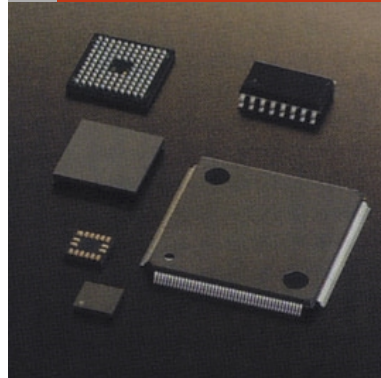


## SAP Customer Success Story

**“SAP Business One® is an excellent software, especially for a lean outfit like ours. We need a truly integrated system like SAP Business One to track inventory and sales with precision.”**

T. Nishizawa, Director of Mitsuiwa Singapore



### AT A GLANCE

**Mitsuiwa Singapore Pte Ltd**  
Japan  
www.mitsuiwa.co.jp

#### Industry

Electronic devices and components

#### Key Challenges

Existing accounting system is limited in functionality and cannot keep track of sales and inventory. Customer depends largely on manual paper-based tracking for sales orders and inventory. Long lead time.

#### Implementation Partner

SABRE Information Services

#### Solution and Services

- SAP Business One®
- Total package costs S\$32,583 (includes software, hardware, implementation and training services)

#### Existing Environment

ACCPAC on DOS

#### Implementation Highlights

- The system was up and running within two weeks which exceeded Mr. Nishizawa's expectations. Modules implemented include Administration, Financials, Material Management and Sales & Distribution

#### Key Benefits

- Lead time for clients has shortened from six weeks to two weeks
- Customised reports can be generated easily so that management can have access to information any time. Now, Mitsuiwa has a truly integrated system that can track sales and inventory accurately

#### Hardware

IBM

#### Operating System

Microsoft Windows 2003

## MITSUIWA SINGAPORE

### MITSUIWA GAINS AGILITY, FORGES AHEAD WITH SAP

Established in 1964, Mitsuiwa Corporation is a distributor of electronic devices and components through offices in Japan, Singapore, Hong Kong and Shanghai, with a total workforce of 900 employees.

The Japanese firm started operating in Singapore in 1997. Since then, its business volume has grown by leaps and bounds. To keep pace with growth, Mitsuiwa started looking for a system in 2003 that can cater to its clients' increasing demands and at the same time able to scale as the business expands.

“Mitsuiwa aims to be a global distribution player in the region and our decision to implement an integrated ERP system made good sense. Since customer demands were changing constantly, we needed a resilient system that could scale as the business expands and yet is flexible to meet the changing needs of users at different times,” says Mr. T. Nishizawa, Director of Mitsuiwa Singapore.

The company had used ACCPAC on DOS for accounting. But the software is limited in functionality.

“Our back-to-back orders come in an avalanche. We can't depend on our past accounting software to keep track of sales and on manual paper-based tracking of inventory anymore,” says Mr. Nishizawa.



“We need a system that provides information access anywhere, anytime,” says Ms. June Chee, Finance & Admin Manager of Mitsuiwa.

Moreover, Mitsuiwa’s client had demanded a shorter lead time for delivery of goods, says Mr. Nishizawa.

### **THE SEARCH FOR BUSINESS EXCELLENCE**

In line with its pursuit of operational excellence, Mr. Nishizawa began looking for an ERP solution to meet Mitsuiwa’s business challenges.

After an extensive evaluation, Mr. Nishizawa shortlisted three solutions: An upgrade to ACCPAC on Windows, a customized software from Japan and SAP Business One®.

Mitsuiwa eventually chose SAP because the software provides advanced inventory-tracking features unmatched by competing solutions. Powerful reporting tools are also embedded within SAP Business One, saving Mitsuiwa additional cost in buying a separate business reporting tool.

“SAP Business One is an excellent software, especially for a lean outfit like ours. We need a truly integrated system like SAP Business One to track inventory and sales with precision,” says Mr. Nishizawa.

SAP Business One is designed to address the needs of emerging and dynamically growing businesses. Whether a company has one or hundreds of employees, the integrated solution covers the core operations – including accounting, reporting, sales, distribution, purchasing, warehousing and customer relationship management – necessary to run successful businesses.

“SAP Business One is a cost effective and mid-range system with excellent features and functions,” adds Ms. Chee.

### **IMPLEMENTATION**

Mr. Nishizawa also wanted a solution that can be implemented quickly to minimize disruption to its business. SAP Business One was clearly the answer as the system was up and running within just 2 weeks. Such fast turnaround exceeded Mr. Nishizawa’s expectations.

“SAP Business One was the perfect fit for our business. We didn’t have to customize the software,” says Mr. Nishizawa.

**“SAP Business One was the perfect fit for our business. We didn’t have to customize the software.”**

*T. Nishizawa, Director of Mitsuiwa Singapore*

Modules implemented include Administration, Financials, Material Management and Sales & Distribution.

Mr. Nishizawa attributes the success of the implementation to strong management commitment and the excellent support provided by SABRE Information Services, the systems integrator of the project.

“SABRE understood our business and provided great support. Their major challenge was to manage customers like us who wanted the most advanced features at the lowest cost,” says Mr. Nishizawa.

According to him, SABRE was also able to differentiate itself by being a regional player with offices in five countries. As such, SABRE will be able to support Mitsuiwa as the latter extends its reach in Asia.

### **BUSINESS BENEFITS**

SAP Business One allows Mitsuiwa to customize its reports so that the management is able to access relevant information with ease. This has in turn enhanced decision-making and created a paperless environment.

In the area of sales and purchase order processing and tracking, for instance, data entered is sorted by category and by department. Such meticulous categorization allows sales and purchase orders to be tracked easily. Ease of data access is immensely crucial in ensuring efficiency and transparency in the company. The SAP system also enables users to monitor inventory levels and view updated information of customer account history and service billing.

With a Windows look-and-feel and an intuitive navigation, SAP Business One is also easy to use, says Ms. Chee. For instance, its patented “Drag&Relate” feature allows users to drag and link information from disparate data stores to the desktop.

**“SABRE understood our business and provided great support. Their major challenge was to manage customers like us who wanted the most advanced features at the lowest cost.”**

T. Nishizawa, Director of Mitsuiwa Singapore

“The main benefit is the increased efficiency for the company and our clients,” says Ms. Chee. For instance, Mitsuiwa has shortened lead time for customers from four to six weeks in the past to two weeks now. They are aiming to shorten it further to three days.

#### **FUTURE PLANS**

Mitsuiwa aims to be a leading regional distributor. Its pursuit of a reliable and integrated platform based on a SAP solution makes good sense as the company plans to expand its business in the region.

To further shorten lead time to three days, Mitsuiwa is planning to develop an electronic link to its client via an e-supply chain hub in Singapore.

In the near future, Mitsuiwa will also be setting up a sales office in Thailand. Mr. Nishizawa has decided to extend the support that SABRE and SAP have provided in Singapore to Thailand, expressing confidence that the same success will be repeated in the new office.

“SABRE and SAP have delivered beyond our expectations. With SAP Business One, we have realized excellent business benefits at a low cost,” Mr. Nishizawa said.

[www.sap.com/contactsap](http://www.sap.com/contactsap)

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