HOUSE OF SARUNDS

CASE STUDY
SAP BUSINESS ONE

HOUSE OF SARUNDS

WHO

Blandford based House of Sarunds was founded in 1987 and has grown from a single retail outlet in Salisbury to become a major UK importer and distributor of chocolates and confectionary; supplying a wide variety of customers ranging from small delicatessens to large supermarkets and department store chains.

As a growing business, House of Sarunds constantly looks to improve on its ability to manage stock levels of perishable items and maintain good business relationships with both suppliers and customers. The foundation for this is a reliable and robust business management system.

WHY

As with many multi-departmental companies House of Sarunds were relying on a mix of disparate systems and software to run their business including Excel spreadsheets and a legacy ERP system form LakeView.

With this growth House of Sarunds management required more in-depth and accurate reporting requirements which needed to be produced at any given moment. House of Sarunds also became acutely aware of their legacy business systems inability to cope with increased volumes of business levels during peak seasonal periods.

An evaluation of the costs involved in implementing an upgrade to the existing Lakeview system revealed that this would not be cost effective and would provide a poor return on investment. It was therefore decided to investigate using SAP Business One as a single solution to address all of the business needs.

Following a in-depth consultation period, House of Sarunds decided that in the long term SAP Business One would be a more appropriate, efficient and cost-effective solution.

> " *Codestone have been highly professional in understanding our business needs throughout the whole project. We are confident that if we need any technical assistance, they will be at the end of the phone and able to help.* "

Gary Parkinson
Sales & Marketing Manager- House of Sarunds
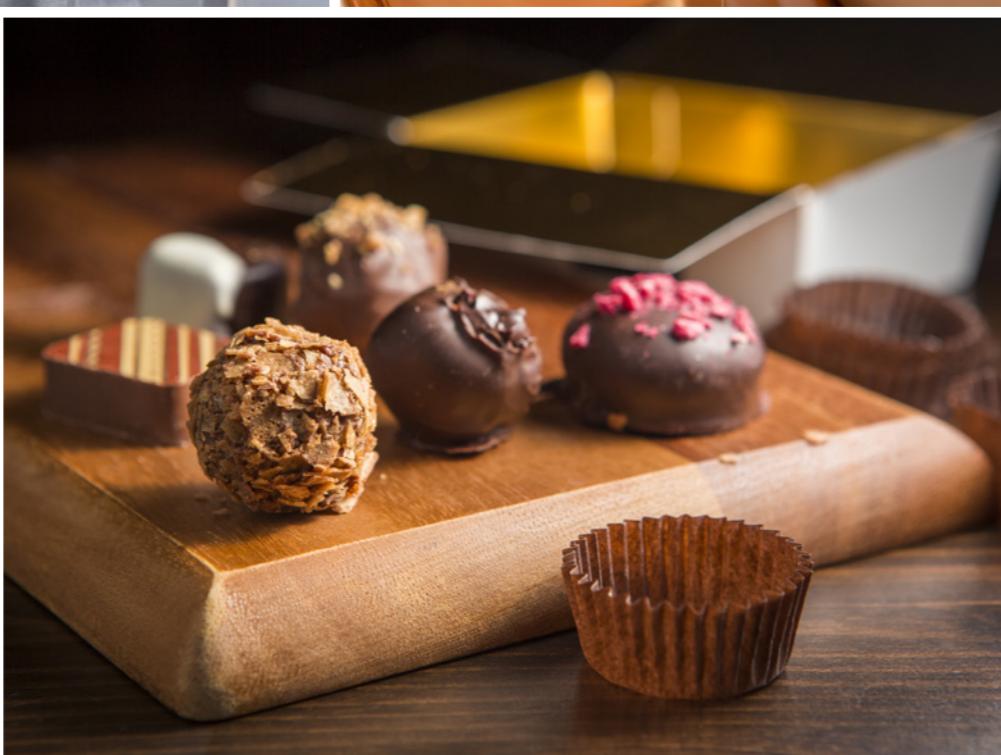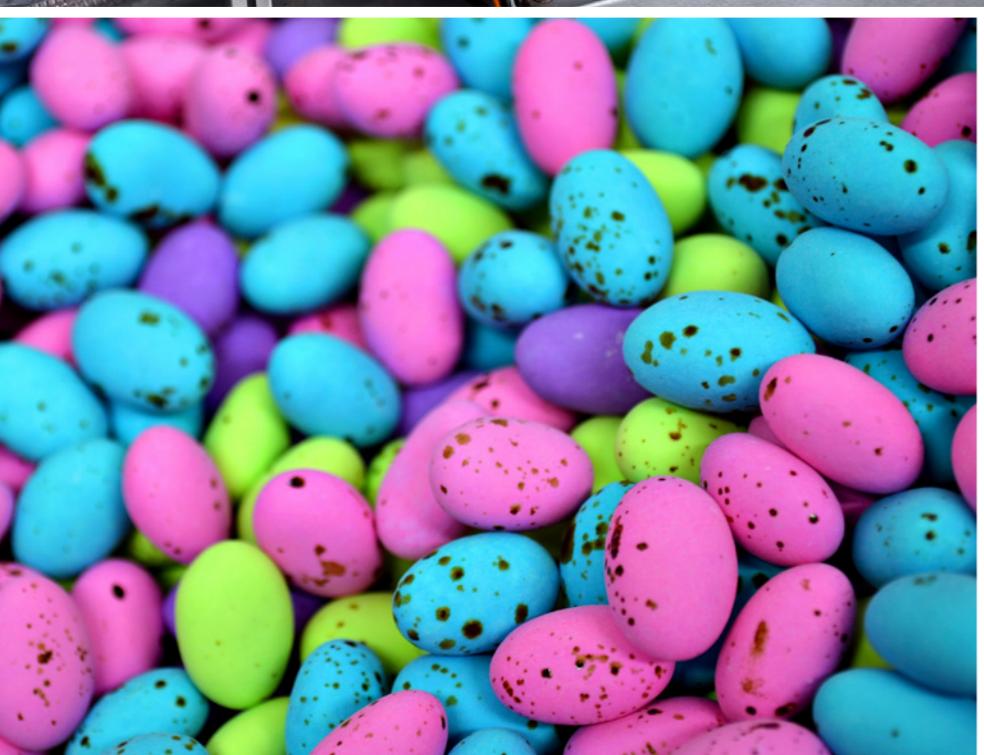
> *"Now with SAP Business One we no longer need to worry that our software is going to let us down. The CRM functions have aided the close monitoring and following of all our business deals, ensuring that everything runs smoothly, and we maintain our high reputation with customers."*

HOW

SAP Business One is affordable, easy to implement business management software, designed specifically for small and midsize enterprises. This solution comprises many of the core functions needed to run a growing business including financial accounting, CRM, HR, stock control, service management, production and comprehensive reporting, all in one fully integrated business wide solution.

Through SAP Business One it is possible to track and manage sales, purchasing, production, stock, finance and accounting in real time, allowing business decisions to be taken in a timely manner, based on up to date and accurate information.

For House of Sarunds, SAP Business One provides:
- A fully integrated and functional CRM module
- A fast and simple enquiry and ordering system
- Back to back sales and purchase ordering
- The ability to adjust sales and purchasing documents
- Accurate and effective stock control; incorporating a bespoke scanning system

House of Sarunds required a batch numbering system to manage the storage and stock turns of perishable items received from multiple suppliers. This process was proving to be time consuming with the potential for inaccuracies. For example to receive a delivery the warehouse operative would have to find the relevant Purchase order, create a new goods receipt PO, physically verify all the quantities (which could be inaccurate), manually record all batch numbers then put the stock away.

Through the barcode scanning system, details for the suppliers, unique product codes, the product expiry date and batch numbers are obtained for each delivery and stored within SAP Business One. This data is subsequently used in other areas of SAP Business One, for example perishable batches that are due to expire can be flagged to the sales team enabling them to run targeted promotions on that particular stock.

Through barcode scanning, House of Sarunds has also experienced greater staff efficiency as valuable resources have now been allocated to revenue generating sales activities. Previously, a member of staff spent 100% of the working day checking and releasing orders for dispatch. This time consuming business process is now undertaken in just 15 minutes per day.

BENEFITS

As SAP Business One integrates all areas of the business into one system, significant savings in administration resource and improvements in data integrity can be obtained as data only has to be input once for it to be made available throughout the system.

Barcode scanning now enhances stock control through the introduction of batch traceability; important for perishable items. In addition, stock levels and the movement of stock between various storage locations can be closely controlled, enabling timely purchasing decisions as new orders are received. House of Sarunds has experienced improved efficiency in stock turnover and most orders are processed within 24 hrs of receipt.

The CRM functionality within SAP Business One is being used by House of Sarunds to provide complete and effective management of customer enquiries, sales agents' visits and other business opportunities.

Through the stock control functionality, used in conjunction with the barcode scanning system, sales advisors can now process multiple orders quickly and efficiently through the higher visibility of stock levels provided by the system.

SAP Business One contains a comprehensive suite of sales and purchasing functionality that can be accessed quickly and simply through the system interface. This provides House of Sarunds with the ability to analyse and report on both company and individual product sales and purchases; ensuring that stock levels are optimised to meet demand.

With international trading playing a large part in the success of House of Sarunds, the multi-currency functionality within SAP Business One has proven invaluable.