

# Top 5 Benefits of SAP Business One

## A Breakthrough...

SAP Business One is a breakthrough in integrated accounting and business management software built from the ground up catering for companies from single user start-ups to global organisations with 1,000's of users. It is both affordable and easy to use.

Unlike legacy systems that often rely on an amalgamation of software and manual processes, SAP Business One is a single piece of software that puts business users in charge - providing increased control and the ability to achieve greater insight into a business. Users can automate and integrate all the critical functions of an organisation from financial management and manufacturing to stock control and better customer relationships.

SAP Business One currently accounts for 60% of SAP's customer base, with 500,000 licences in use across 97 countries. We chatted to a number of our customers to get their thoughts about the product and to reveal the top five benefits of SAP Business One.





## 1. Visibility

One of the most common aspects that SAP Business One customers highlighted was the visibility they get into their business. SAP Business One provides fast and easy access to real-time information anywhere in a system, helping identify new sales opportunities, bring new products to market quickly and provide business-building levels of customer support and service.

"With SAP Business One you can drill down into the data so much easier and find out what has been going on. We can now find things a lot quicker." "Its comprehensive, very flexible and provides a high level of detailed traceability.

This provides us with much better sales data as well as helping us with CRM."

Jessie Shedden, Executive Assistant, ICP Global

Through SAP Business One it is possible to track and manage sales, purchasing, production, stock control, customer relationship management (CRM), finance and accounting in real time, delivering a better insight into the processes of an organisation, therefore allowing business decisions to be taken in a timely manner, based on up to date and accurate information.

"The most significant difference is the amount of time it has saved Cuda operationally. Orders and invoicing are more accurate and are completed in a fraction of the time previously taken. Also, the ability for service engineers to order parts automatically when they are on site and link this to a service call without having to telephone into the office and get someone else to purchase, is an enormous improvement to our business efficiency."

David Whitney, Finance Manager, Cuda Drinks

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## 2. Efficiency

A single, centralised data repository for SAP Business One dramatically boosts efficiency by providing the right information to the right people and eliminating redundant data entry. 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 inputted once for it to be made available throughout the system.

“To compete at the highest level we required a business solution that afforded us speed, reliability and the ability to enter data only once, avoiding data errors and additional costs, which would then be available to all users without the need for bespoke work.”

Keith Bilham, Financial Director, Plascoat

“With the introduction of Citrix along with SAP Business One our sales force are much more productive and efficient. They can access real-time information on the road. We now have less people having the ability to cover wider territories.”

Keith Bilham, Financial Director, Plascoat

One of the biggest benefits Stevenson Heating has gained is in managing stock control. Previously left over parts from installations weren't systematically returned to the stores and, when they were, they were often broken or damaged. With SAP Business One the company has been able to implement a returns policy.

“The value of the parts that are now being returned has paid for the whole implementation in the first year and that's only one small change. In fact almost everything has improved. Time management has improved, customer service has improved and we've even seen an improvement in employees' attitudes. They care more about what they're doing.”

Paul Stevenson, Managing Director, Stevenson Heating Ltd

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### 3. Flexibility

SAP Business One provides a flexible business platform that unlocks the potential of an organisation's business system. From customers and suppliers to parent companies, mobile devices and Web services, SAP Business One offers the ability to integrate each aspect of the business using SAP Business One Integration Technology.

"SAP Business One has turned out to be everything that we had hoped and expected it to be. It has cost considerably less than the previous system, which did not have the flexibility or scalability of SAP Business One which is important for any business."

Keith Bilham, Financial Director, Plascoat

A major factor to the success of the implementation and one of the main drivers for choosing SAP Business One from a host of other possible systems for lab mode was the flexibility and high level of customisation of the system and in particular the ability to design and configure complex quotations. With its published software development kit and over 550 add-on solutions that have been built on SAP Business One by software solution partners, it is very easy to customise and extend SAP Business One to meet specific business and industry challenges.

"The most important factor for us was the ability to produce high quality technical quotations from our business ERP solution without having to rely on separate solutions to produce the quotes. The ability to produce market leading high quality technical quotes from the same software that manages the business means only one product database is required. We can go from quotation to sales and from sales to procurement at the click of a button. This results in a more streamlined operation."

Mark Fagan, lab mode

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## 4. Growth

One of the key aspects that the majority of SAP Business One users benefit from is the software's ability to grow with the business. It is also flexible enough to be able to easily integrate other systems, if acquisitions are made.

"We were looking for an off the shelf solution that had the flexibility to allow our company to grow but didn't run our business for us. We did not want the software dictating to us how we would operate on a day to day basis."

Mark Fagan, lab mode

In addition, unlike many other small business solutions on the market today, SAP Business One provides worldwide coverage with 40 country-specific versions on a single platform, delivered and supported locally so that businesses can confidently grow overseas.

"The important factor for ICP Global in choosing a new product was that it needed the capability to handle multiple warehouses in multiple countries, as well as handle dual currency. Multi-currency transaction capabilities were extremely important to us due to having bases in the UK and Australia. We needed our accounting system to be able to cope with both dollars and pounds, but just one set of accounts, reporting in a single currency. We also needed the assurance that, if we were ever to become 100% Australian owned, the system we were buying in the UK could be migrated to Australia without any issues. The global aspect was really important to us."

Jessie Shedden, ICP Global

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## 5. Customer Relationship Management

Integral CRM provides an organisation with relevant company-wide data for stronger sales and support to enhance customer satisfaction. SAP Business One is geared up for small and midsize businesses, providing built-in CRM to help users. SAP Business One helps manage sales, customer service, and support by integrating these functions with other business functions across the company.

With the service call component in SAP Business One, businesses can effectively respond to customer service and support calls and find resolutions more quickly. Detailed service reports related to call volumes, durations, and response times allow businesses to assess progress and take necessary actions. SAP Business One can also analyse customers using data from sales, operations, and finance to identify ways to serve them faster and better.

“Our customers are benefitting as they are seeing ‘live’ stock reporting much quicker – they will be able to see that at a click of a button in the future, some of them were complaining that we couldn’t invoice multiple orders at the end of the month just on one invoice – we had to do an invoice per order. Now we will be able to do that for them.

That’s a significant help for some of our regular customers.”

Jessie Shedden, ICP Global

The CRM functionality within SAP Business One is being used by luxury chocolate and confectionery importer, wholesaler and distributor, House of Sarunds, to provide complete and effective management of customer enquiries, sales agents’ visits and other business opportunities.

“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 from start to finish, ensuring that everything runs smoothly, and we maintain our high reputation with customers.”

Gary Parkinson, Sales & Marketing Manager, The House of Sarunds

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## Conclusion

SAP Business One is a powerful piece of software that can run any organisation's entire business processes. However, it can be adapted and customised to fit in with the actual demands of a business, making it affordable and relevant to the company's operations. With additional support provided by Codestone, 24/7, 365 days a year, organisations can be safe in the knowledge that its business will run smoothly and new opportunities can be exploited.

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