

Audeze

Luxury Headphones Manufacturer Doubles Revenue in 1 year with SAP Business One Cloud

Company

Name:

Audeze

Industry:

Electronics manufacturer

ERP System:

SAP Business One Cloud
powered by Amazon Web Services

www.audeze.com



Summary

- Full visibility into all areas of the business with user defined fields for real-time reports
- Personalized dashboards that track key performance indicators for faster, more informed decision making
- Easily identify and manage revenue opportunities with advanced CRM
- A single, integrated system that promotes data continuity and eliminates manual data entry

Customer Profile

Audeze is a luxury audio device manufacturer headquartered in Costa Mesa, California. Audeze delivers the most accurate sound reproduction available on the market today and is well known for providing high quality headphones to customers in over 75 countries. With cutting edge technology and ear pieces that are hand crafted in a woodshop, Audeze tests each and every headset for 2 days to ensure that their customers are getting the highest quality personal audio.



CNN recently aired a special on Audeze's unique manufacturing processes: [Watch it here.](#)



Vision33

Vision33 also hosted a live demo of how Audeze uses SAP Business One Cloud to drive profit and run simple. [Watch it here.](#)

Challenges

Audeze is growing fast and found themselves being held back by limited visibility into their company data. At the time, they were operating their business using three separate software systems, which made reporting difficult and time consuming. All reports had to be manually generated as their 3 systems were not connected, making it vulnerable to human error. Because they were trying to manage their inventory in QuickBooks and Fishbowl, they had to do a lot of double data entries. This caused several inventory inaccuracies that led to stock outs and delayed deliveries. Their customer relationship management (CRM) system was completely disconnected from their other business management systems, so their sales representatives often had inaccurate or out-of-date information. The lack of integration between business management systems created data silos that became increasingly troublesome as the company continued to grow. They decided it was time for a change. They wanted their company to maximize efficiencies and generate a strong infrastructure and foundation for future growth.

“*Audeze employees are always on the go. To access sales, financials or manufacturing data from literally anywhere is really important for us. SAP Business One Cloud helps the Audeze team be truly mobile, productive and in-sync.*”

Sankar Thiagasamudram, CEO of Audeze

Solution

After researching several different business management solutions, Audeze selected [SAP Business One Cloud](#) to provide them complete visibility into company data anytime, anywhere. “Audeze is a small company in Costa Mesa that sells all over the world. This means the Audeze employees are always on the go,” says Sankar Thiagasamudram, CEO of Audeze, “To access sales, financials or manufacturing data from literally anywhere is really important for us. SAP Business One Cloud helps the Audeze team be truly mobile, productive and in-sync, not to mention, help us minimize infrastructure costs.”

Audeze was able to leverage accurate, real-time information provided by customized dashboards and reports based on user-defined fields. They no longer had to spend hours gathering information from different systems to create reports. With the help of the SAP Business One Cloud, they were able to get the information they needed, when they needed it without being tied to their desks. By using the advanced inventory management tools in the SAP Business One application, Audeze had better insight into what inventory they had on hand and were able to increase fulfillment rates. Audeze also took advantage of the built-in customer relationship management (CRM) tools to track, manage and predict new revenue opportunities with both new and existing customers.



Working with Vision33

Vision33 provided Audeze with the local support they needed to proactively harness their company data and stay competitive. Because [Vision33](#) is the largest global partner for SAP Business One, Audeze was able to rely on world-class technical resources that provided them with as much support, training and guidance as they needed throughout the implementation process. Like many companies, Audeze had some concerns about the implementation process in terms of data migration and customization. Vision33 was with them every step of the way to make sure they were able to utilize all the easy transition tools available. Vision33 remains their partner in success, including the Vision33 TOTAL Care team, in guiding them on how to fully leverage SAP Business One Cloud to gain a competitive advantage in a global marketplace.



About the implementation partner Vision33, Inc.

Vision33 Inc. is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. We partner with growing and large organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33 global team of results-driven resources provide world-class experience through our office locations in North America and Europe.

Vision33's SAP solutions provide scalable and integrated enterprise resource planning (ERP) technology to growing enterprises. We work with customers to connect their business processes from finance and expense reporting to procurement and inventory – transforming their operations and better managing subsidiary operations – no matter the size of their business. Vision33's dedicated customer support program, Vision33's world-class TOTAL Care support program ensures you have the tools needed to fully leverage your investment in technology.

Vision33's eGovernment practice delivers the right approach, expertise, and people to public sector clients to empower our government clients to be successful with technology. We have experts in the technologies and methodologies that are of most value to you. Working in partnership with Vision33, we will help you optimize your technology investment, delivering government services efficiently, reduce costs and improve overall citizen satisfaction.

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