Fast-Growing IT Solutions Provider Finds the Right Fit With SAP Business One

SAP Business One

Vision33

ABOUT

VIRTUAL GRAFFITI INC
Your Source for Technology Solutions.

Vision33

Company

Name:
Virtual Graffiti Inc.

Industry:
Technology solutions

Headquarters:
Irvine, California, USA

Visit them at
www.virtualgraffiti.com

Challenges

- Difficulty managing hundreds of brands and thousands of customer orders
- Poor inventory management
- Minimal access to financial reporting

Why SAP Business One

- Improved decision-making due to better financial reporting with real-time data
- Scalable and flexible for continued growth
- Adaptable solution with extensive API

Why Vision33?

- Largest SAP Business One reseller worldwide
- More affordable than other vendors
- Industry-leading TOTAL Care support

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SAP Business One is everything we need in one solution. It's a product we can grow on, and we plan to take our business to the next level with it."

Hillel Sackstein, president of Virtual Graffiti

Virtual Graffiti is a fast-growing IT solutions and network security provider in the United States. With over 85 product lines, Virtual Graffiti processes 2,500+ orders a month.

Despite being a successful business that finds the best software for its customers, Virtual Graffiti hadn't found its perfect software.

But, poised for more growth, Virtual Graffiti needed an IT solution that could keep up.

Saying Goodbye to QuickBooks

Virtual Graffiti had been using three software solutions: QuickBooks for accounting, Microsoft CRM for customer relationship management, and a home-grown solution for inventory.

However, with 85 product lines, Virtual Graffiti had hundreds of thousands of possible part numbers. That, plus 2,500 orders per month, had slowed QuickBooks to a crawl. The company was also approaching the maximum number of users allowed by QuickBooks.

Virtual Graffiti used the other two solutions to accommodate QuickBooks's limited CRM functionality and poor inventory management and controls. Unfortunately, QuickBooks couldn't integrate with Microsoft CRM or the home-grown inventory solution, causing information siloes.

Without integrated systems, Virtual Graffiti was lacking the information it needed for functional reporting, wasting time transferring data between systems, and fighting a losing inventory control battle.

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Hillel Sackstein, president of Virtual Graffiti

Researching the Best Fit

As an IT solutions provider, Virtual Graffiti knew the most respected names in the software industry, including SAP. The company also knew the importance of an implementation partner.

Virtual Graffiti chose SAP Business One as its system and Vision33 as its partner. "We did an exhaustive search of every product for small to midsized businesses," said Virtual Graffiti's president, Hillel Sackstein. "SAP Business One is everything we need in one solution. It's a product we can grow on, and we plan to take our business to the next level with it."

As a single, integrated solution delivered on-premises, SAP Business One provided the accounting, CRM, inventory management, and reporting capabilities Virtual Graffiti needed. SAP Business One is also scalable and extendable to grow with Virtual Graffiti's changing needs.

Education and Guidance for Success

Virtual Graffiti needed a knowledgeable, experienced partner who understood the market and offered strong technical support.

Virtual Graffiti found Vision33, the largest SAP Business One reseller worldwide, with ten offices for local management, expert consulting, and support resources.

"Vision33 has really helped educate and guide us throughout the entire process," said Mr. Sackstein. "The consultants' knowledge and experience are invaluable. It's exactly how we envisioned our relationship with a reseller."

"We chose to partner with Vision33 for so many reasons—its huge knowledge base, educational opportunities like weekly web chats and webinars, and free SAP Business One customer events. The events allow me to meet other users and share ideas, which is something other partners don't offer."

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> *Hillel Sackstein, president of Virtual Graffiti*

Immediate Benefits

Virtual Graffiti experienced benefits immediately. "We're thrilled with the transition," Sackstein says. "There are always challenges with employee training because it's a new system, but the rollout was smooth, and we were up and running with no disruption to customers."

Before SAP Business One, Virtual Graffiti relied on other distributors for missing information about delayed orders or returns. Now, the company can see open items and unprocessed orders, and everything ties together for better control, easy reporting, and company-wide visibility.

"We now have strict control over product movements, whether it's out to customers and warehouses or customer returns. It's also easy to track and report on everything," comments Sackstein.

With 15 salespeople using SAP Business One to build and manage relationships, employee and customer satisfaction has improved. Mr. Sackstein explains, "We can automate so many things we were doing manually—from sales to planning inventory purchases using MRP. And we haven't even started using all the modules!"

Virtual Graffiti also used the SAP Business One API to build a credit card processing module, allowing the company to load credit card statements into the system and match them to purchases. "We make hundreds of credit card purchases per week and can now streamline this process thanks to SAP Business One," said Sackstein.

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The Next Step

Virtual Graffiti's extensive customer base includes mostly small and midsized businesses, so Virtual Graffiti shared the knowledge gained from Vision33 and spread the word about SAP Business One to its customers.

Virtual Graffiti approached Vision33 about offering SAP Business One to Virtual Graffiti's customers. The company also took its partnership to the next level and became a formal SAP Extended Business Member. Mr. Sackstein explains, "We found the best product for small businesses like us, and we believe it's something our customers would want to know about and should be using."

Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox (saltbox.io) and iDocuments (idocuments.io).

*For more information about Vision33, visit **www.vision33.com.***

Contact your nearest Vision33 sales office to discuss how we can help transform your business.

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