




DYMAG®
PERFORMANCE WHEELS



Dymag run laps around the competition with SAP Business One

High-performance wheel manufacturer, Dymag discover the power of Business One with SAP Consultancy, EdenOne.

Iconic in name and nature, Dymag are world leaders in motorsport. With a heritage spanning over four decades, the British wheel brand are renowned for creating the first of its kind carbon composite wheel for motorcycles and high-performance cars. Their history of innovation and technology in motorsport has secured a successful partnership with a number of British Superbike and World Superbike teams, as well as iconic riders such as world champion Troy Bayliss and Michael Dunlop.

As a growing business, it's easy to lose sight of the big picture when the flood of day-to-day operational details and ad hoc requests demand your full attention. When key pieces of information reside in various systems or applications it can be challenging to gain visibility on every aspect of your business. The inability to gain a clear view of their present and future situation led Dymag to find a resolution.

By not having one, overall solution which managed their end to end business processes for example; order fulfilment, customer information or stock levels, Dymag discovered that data was often duplicated, making it impossible for them to accurately assess their current situation or predict their future success. With plans to expand into the American and Japanese markets, their current tools wouldn't be able to support them going forward.



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Dymag has undertaken a transformational programme to develop and launch a new range of carbon composite car wheel products. Our business only had basic accounting and operational data and relied heavily on management knowledge to keep the business moving. It was impossible to get one view of the business, therefore there were many contradictions in the data which made it impossible to accurately assess the current and expected situation and make continuous improvements. We realised early on that we needed a new start point, as we couldn't meet our stated goals through merely improving existing tools. The tools were not fit for purpose and the approach was not scalable in terms of production and sales volumes, nor in terms of the challenges of selling in other countries or handling a complex set of variables in the products.

We discussed possible solutions with several vendors but decided to go with EdenOne as we thought SAP Business One was a good fit for our needs and could be implemented without major modification, also EdenOne demonstrated that their flexible and pragmatic approach to solving problems was very similar to our style and culture too.

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Alan Jones, Dymag CFO

Understanding Dymag's need to obtain a uniformed view of their business, led EdenOne to implement SAP Business One. By streamlining their core business processes with one simple, scalable solution, Dymag gained the visibility they'd been searching for.

Broken down into three phases, phase one of implementation gave Dymag the functional capabilities to run live. For the first time financials could be managed in-house, and sales, inventory and purchasing could all be housed in one place, ensuring coherence and consistency across the business.

The versatile solution gave them the scope to handle financial transactions, including account set up and maintenance, foreign currency adjustments, and budgets.

The Sales module of Business One was imperative to Dymag's needs; the ability to create structured quotations and orders gave them the consistency they craved. Previously, parts and materials were deciphered only by a description, now with the help of the Stock Control module, Dymag can manage their stock levels and manage their materials via a product code, ensuring efficiency and productivity in the warehouse.

Their plans to branch into American and Japanese markets is supported within Business One. The flexibility of the solution means that when they're ready, they can easily scale-up the solution to meet their needs in the future.

Alan continued; “Now, the Sales process and purchase process are much more clearly defined and therefore run much more smoothly, exceptions are also easier to identify and deal with. The performance data we collect for KPIs is much broader and complete and we now have greater information to assess and then direct management's attention to where the real problems lie. I can also see a clear development path to enhancing our ability to sell in different countries and currencies, we can also configure and price our complex assemble to order product. The standard reports meet most of our day to day needs and we have built our own reports to keep visibility of known problem areas where closer coordination or attention is required.”



About EdenOne

EdenOne is a SAP Gold Partner, focussed on the delivery of SAP Business One Solutions to the SME market. Working across a wide variety of sectors from manufacturing, professional services and warehousing/distribution, EdenOne is uniquely placed to offer recommendations on how best to achieve your desired results.

EdenOne is part of the UK's largest SAP consultancy, Edenhouse, a Gold Partner of SAP. They provide a complete service of enterprise solutions from Licence, Implementation Services and Managed Services, through to Support and Maintenance delivered both in the Cloud and On-Premise. Edenhouse use the latest technology to deploy solutions in areas such as Mobile, Cloud and HANA, specialising in full implementation projects, enhancements and supporting their existing base of over 450 customers.

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