RICHPORTER TECHNOLOGY
BOOSTING REVENUES AND EFFICIENCY WITH SAP® BUSINESS ONE

"We are better equipped to evaluate our customers' needs and predict what each will buy and when. By focusing our sales efforts on the opportunities revealed by SAP Business One, we have sold 10% more than we would have without it, and that's just the beginning."

Melanie Tremblay, CFO and Vice President of Operations, Richporter Technology Ltd.

QUICK FACTS

Company
- Name: Richporter Technology Ltd.
- Location: Montreal, Canada
- Industry: Automotive
- Products and services: Ignition distributors
- Employees: 25
- Web site: www.richporter.com
- Implementation partner: N'ware Technologies Inc.

Challenges and Opportunities
- Accommodate needs that came with growth
- Support variety of pricing structures for diverse customer base
- Automate order processing and inventory management
- Speed up the order-to-cash cycle
- Improve warranty and returns management
- Increase overall efficiency

Objectives
Replace legacy business software with more capable, flexible, and comprehensive enterprise application

SAP® Solutions and Services
SAP® Business One application

Implementation Highlights
- Finished on schedule and under budget
- Cut over in 1 day
- Transitioned smoothly due to excellent preparation

Why SAP
- Unique match with needs
- User-defined fields
- Reporting ease
- Sales and opportunity management functionality

Benefits
- Achieved 10% more revenues than would have been possible without SAP Business One
- On track to sell an additional 20% more than would have been possible without SAP Business One
- Cut 20% of the time previously spent on reporting
- Automated the invoicing process and reduced invoicing errors
- Improved inventory control
- Provided more detailed inventory information, enabling better delivery planning
- Accelerated order-to-cash cycle
- Implemented electronic data interchange (EDI), thereby automating order entry
- Increased flexibility in responding to customer requests
- Improved customer service and satisfaction
- Introduced efficiency improvements throughout the company

Third-Party Integration
LISA Distribution from N'ware Technologies

When Richporter Technology Ltd., a supplier of ignition distributors, outgrew its legacy software, it found the ideal replacement in the SAP® Business One application. "Besides saving costs through automation and improved efficiency, SAP Business One has helped us command substantial new sales that we directly attribute to our use of its sophisticated sales and opportunity management functionality," says Melanie Tremblay, the firm's CFO and vice president of operations.

Coping with Growth

Montreal-based Richporter provides a wide range of ignition distributors to the North American automotive industry. With over 300 SKUs and three distribution centers, the company in just 10 years has become Canada's largest supplier of new ignition distributors.

With all the growth, the business software that Richporter used in the past fell increasingly short of the company's needs. Managing inventories of so many distinct products was especially difficult. Orders grew as quickly as the number of SKUs, but sales order processing was manual and error prone. Reporting was weak, which meant executives often lacked the information they needed to make decisions. Invoices had to be printed out one by one and mailed to customers, typical of the manual operations that prevailed throughout the company. The breaking point came when customer-specific pricing demands exceeded the legacy

system's ability to cope. "The software could only handle five different pricing structures," Tremblay explains. "When the need for a sixth arose, it presented an excellent occasion to do what we needed to do anyway – replace the old software with an enterprise application capable of automating processes throughout the business and providing a platform for growth over the long term."

Meeting Tough Selection Criteria

For help identifying the right replacement, Richporter engaged its trusted IT partner Natrix Technologies Inc., also of Montreal. The two companies established rigorous criteria for the new solution. Automated sales order processing and inventory management were high on the list, and so was improved reporting. Pricing structure flexibility was just as important.

Once the specifications were established, Natrix evaluated the leading enterprise solutions against them and

found all but one of the products lacking. "SAP Business One was the only application that matched up completely with our needs," Tremblay reports. "Everything we required was either inherently available in the software or easily obtainable using the user-defined field functionality in SAP Business One. Furthermore, the more we looked into the application, the more we realized that the help it could provide us was not limited to cost cutting. Rather, its sales and opportunity management and service-call functionality offered the potential to help increase our revenues as well. None of the other solutions we considered had that kind of functionality. We were excited about the possibilities."

For implementation Richporter turned to N'ware Technologies Inc., which also installed its LISA Distribution warehouse management application and the bar-code readers it supports. The project went very smoothly, finishing on schedule and actually under budget. "N'ware did an outstanding

job of preparing our users for their new solutions," says Tremblay. "As a result, everyone heartily embraced SAP Business One. We were able to migrate all our data from the old system and cut over completely to the new one in a day – without missing a beat."

Automating Processes While Building Sales

Because of the streamlining and automation Richporter has introduced with SAP Business One, productivity is up throughout the entire order-to-cash cycle. Accounts receivable is issuing invoices automatically by e-mail, which saves labor and avoids errors. Electronic data interchange (EDI) is supported for the first time, automating the entry

are far more efficient, as Tremblay explains: "With automated picking and software support from SAP Business One and LISA Distribution, our productivity is up and inventory costs are down. Inventory data has more complete information, such as items' size and weight, which lets us plan packaging more easily. We also have the flexibility to better accommodate special requests from customers, such as placing bar codes on packages to be delivered to them."

Perhaps the most striking improvement is in sales, where Richporter is using the sales and opportunity management functionality of SAP Business One not just for straightforward lead management but for smarter expenditure of

One, we have sold 10% more than we would have without it, and that's just the beginning. There is a lot of potential to improve our customer behavior analysis through fine-tuning, which we believe will yield another 20% improvement in revenues. The application's service management functionality is a money-maker too, because we can better anticipate opportunities to profitably satisfy service needs."

Moving on to New Markets

Growth is continuing unabated for Richporter. The company is already selling in Mexico and has its sights set on expanding into Europe and Asia as well – markets where the multicurrency functionality of SAP Business One is vitally important. Richporter is also expanding its use of the application. Next up is returns management using software N'ware is developing on top of SAP Business One.

"We definitely made the right decision with SAP Business One," Tremblay concludes, "and we highly recommend it to other companies that want to remove barriers to growth."

of sales order information. Reporting takes 20% less time than before because the reporting environment, including SAP Crystal Reports® software, is more powerful and easier to use. Customer service is taking excellent advantage of service management functionality in SAP Business One for service calls, saving time while improving customer satisfaction. The distribution centers

salespeople's time based on analysis of customer behavior. "We now have the tools to better understand customer buying behavior and to take advantage of that information to increase sales," explains Tremblay. "We have the power to evaluate our customers' needs and predict what each will buy and when. By focusing our sales efforts on the opportunities revealed by SAP Business

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