



AT A GLANCE

Summary

To enhance its current work processes and prepare for future growth, Hin Hin Group of Companies turned to SAP® Business One. With its new system, the company now enjoys a centralized database for its entire business operations, improved visibility of information and increased management efficiency.

Website

www.hinhingroup.com

Industry

Asphalt, asphalt specialty products, lubricants and bitumen manufacturing, trading and shipping.

Key Challenges

- Inefficiency due to the lack of standardization across the company
- Low visibility of overall business without a centralized database
- Inability to produce consolidated financial reports
- Legacy system was not scalable to support business growth

Project Objective

- Streamline and integrate all aspects of the business for better control of operations
- Implement a centralized database to increase visibility of business processes and information
- Improve ability to produce consolidated financial reports
- Build a system scalable to support growth

Solutions and Services

SAP® Business One

Why SAP Solution

- Reliability of SAP brand name
- SAP Business One met customer's business requirements
- SAP provided the support and scalability that Hin Hin Group require
- The World Management, SAP's partner, offered an in-depth understanding of Hin Hin Trading's business and was most cost-competitive

Implementation Highlights

Within four months for eight subsidiaries

Key Benefits

- Increased efficiency and better control of business processes
- Improved visibility of information across the company
- Ability to produce consolidated financial reports quickly and easily
- New system able to support future growth plans

Implementation Partner

The World Management Pte Ltd

“The tangible benefits we gain have justified our choice of SAP® Business One. Management now has a clear view of the entire business operations, and we know we can rely on the accurate information to make timely business decisions. We are confident that SAP will continue to improve our business.”

Mr Lim Choon Kiat, Executive Director, Hin Hin Group of Companies.

HIN HIN GROUP OF COMPANIES

Regional trader and tanker owner refines its business processes with SAP® Business One

Ensuring operational efficiency has been one of the main success factors for Hin Hin Group of Companies, a regional industrial products trader with interests in asphalt, asphalt specialty products, lubricants and bitumen.

From the humble beginnings of a bicycle shop, Hin Hin Group has since expanded its operations to three main lines of businesses that include trading, manufacturing and shipping. It is also a ship and tanker owner/operator. Headquartered in Singapore, it has an annual revenue of above US\$51.9million, and subsidiaries in China, Indonesia and Malaysia.

Top management at Hin Hin had a clear vision for the company's growth, which meant that it needed to not only maintain its present level of success, but also build for the future. To do so, Hin Hin needed to improve its business processes and operational efficiency.

The company's legacy IT system was inadequate in enabling Hin Hin to achieve the standards of management and service that it wanted. It was unable to integrate the various finance, sales and inventory management functions. As a result, there was often data error and duplicated work, such as the double entry of sales orders.

Without a centralized database, staff were also unable to access and produce consolidated financial reports required by the company's shareholders. At the same time, the old system could not provide management with real-time visibility of the overall business, which hampered them from making prompt business decisions.

SAP offers the best fit

Hin Hin searched extensively for an ERP system that would allow for integration and scalability. Among the various software solutions considered, SAP® Business One stood out with its reputation and ability to fulfill Hin Hin's needs.

"SAP Business One was the most suitable for us as its features met our criteria. We have plans to grow the business and it was important for us to have a system that could grow together with our plans. SAP could do all this and we were confident that it was the best choice for us," says Ms Wong Li Sum, Corporate Accountant, Hin Hin Trading Pte Ltd.

SAP channel partner, The World Management's cost-competitiveness and ability to provide strong support for the SAP system were added bonuses.

"During our selection process, we looked for a partner who could demonstrate a clear understanding of our business and be able to add value to the SAP Business One system. The World Management impressed us with their presentation and showed us that they could do just this," says Ms Wong.

As such, after a four month implementation period starting from February 2006, Hin Hin went live with SAP Business One on 1 June 2006. Using Singapore as the base, the full range of solutions was implemented across all eight subsidiaries in the country.

Greater efficiency with leaner processes

One month into its new SAP system, Hin Hin is extremely pleased that tangible benefits are already evident.

Business processes are now more organized, and management has better control over the company's operations. With the online integrated system, employees no longer need to issue manual invoices, as they can be automatically generated and sent from the SAP system. Important details such as customers' credit limit and payment deadlines are also captured by the system and alerts can be triggered for necessary action.

"With SAP Business One, we have streamlined and gained better control of our work processes. Now, all staff are adhering to an agreed work flow and format, thus giving our work process more structure. This way, only data from the system is recognized as correct, a procedure which has greatly improved our efficiency," explains Ms Wong.

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Increased access to information

Management has also received positive feedback on the enhanced visibility of information and improved reporting capability.

"It is now much easier to locate information using the new SAP system. Previously, we would have to search our files and try to remember where the right document was saved. But with

SAP, information can now be retrieved easily and quickly, saving us much time and hassle," says Mr Mikael Koh, Senior Projects Officer, Corporate Services, Hin Hin Trading Pte Ltd.

With the system's real-time reporting capability, it can also help to flag any potential accounts receivable and cash flow problems.

"The system will automatically alert us to any accounts receivable issues, such as late payment, and management can then decide if we should authorize delivery of additional goods to that customer," adds Ms Wong.

In addition, the finance department can now easily access and produce consolidated financial reports for their shareholders and banks.

“Statutory reporting used to take me one month to complete. With the SAP system, it now takes just three days, inclusive of time needed for final approval. What’s more, the accuracy of reporting has also improved with automation of the data,” says Ms Wong.

Thus far, Hin Hin’s top management is extremely satisfied with the results of the SAP system. They plan to continue monitoring the new system to see where it can be further developed and applied. One area currently being explored is the sales opportunity module which allows users to track every sales opportunity, from the first phone call to the successful close of a transaction.

“The tangible benefits we gain have justified our choice of SAP Business One. Management now has a clear view of the entire business operations, and we know we can rely on the accurate information to make timely business decisions. We are confident that SAP will continue to improve our business,” says Mr. Lim Choon Kiat, Executive Director, Hin Hin Group of Companies.



The World Management

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