



SDC Enterprises: A Scalable Solution with Immediate Business Benefits

Executive Overview

Company

Why SAP Business One

Why Signum

Company

SDC Enterprises

Industry

Colour testing fabrics and other materials - manufacture and distribution

Products and Services

SDC Enterprises is a manufacturer and distributor of a premium colour fastness testing consumables for use in BS, EN and ISO test procedures

Website

www.sdcenterprises.co.uk

SAP Solutions

SAP Business One application

Partner

Signum Solutions Ltd (www.signum-solutions.co.uk)



“Signum’s technical knowledge is unquestioned. But where they really added value was their understanding of our business and how to approach the implementation to deliver the benefits we wanted.”

Mark Yare, Managing Director at SDC Enterprises

With over 85 years of industry experience, SDC Enterprises is recognised and trusted globally as a preferred supplier of colour fastness testing consumables for use in BS, EN and ISO test procedures. It sells over 100 products world-wide, for use in testing fabrics and other coloured materials. Amongst its thousands of customers are textile companies, major retailers and international test houses.

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Proactive Growth Strategy

SDC Enterprises is a wholly owned subsidiary of The Society of Dyers and Colourists, a registered charity which has been a major catalyst and contributor to research and development in the global colouration industry.

Historically SDC Enterprises had been a department of The Society of Dyers and Colourists. However, in 2002, its status changed and it became a limited company. With the change in status came a change in attitude, as Mark Yare, Managing Director explains. “Previously the main focus had been on taking and delivering orders”, he says. “However, once we became a commercial organisation we had to look carefully at **how we could proactively grow the business.**”

The system the company was using at the time was predominantly an accounting package. As such it **couldn't help with cross-selling** opportunities. In addition, it was **difficult to keep track of document flows** and the reporting capabilities were not as good as SDC Enterprises would have liked. It was time to look for a new system.

SDC Enterprises' approach to choosing a new system was completely business oriented. **With no full-time accountant or IT capability in house**, the company developed a list of benefits they thought IT could bring to the organisation, such as third party stock control, improved customer service and capabilities to handle sub-contracted manufacturing. These then formed the basis for assessing various systems.



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Improved Efficiency and Customer Service

Within two months SDC Enterprises were up and running on the core system - sales order processing, purchasing, stock management, payments and banking. Production, batch control and auto-cheque printing followed three months later. This included transferring three years worth of historical data, which was crucial for identifying cross-selling and upselling opportunities.

“The **implementation and training went very smoothly**”, says Mark. “Signum’s on site support was great. When small problems did occur, as they inevitably do with a new implementation, Signum fixed them quickly and efficiently.”

SDC Enterprises went live on 1st April 2004 and **immediately began seeing significant benefits**. Financial administration time has been halved, allowing resources to be redirected to more customer facing activities. **Inventory has been reduced by 25%**. Although Mark can’t put a definitive value on it he knows that there have been savings on transport costs and off-site inventory movements too.

Although SDC Enterprises’ products are relatively low in value, the impact of any quality defects can be extremely costly for its customers. Shortly after implementation SDC Enterprises had to undertake a very rare product recall and replacement. The system enabled them to do it in just six hours, compared to the three days previously experienced.

SAP Business One’s **intuitive interface** meant that SDC Enterprises could train all its staff to use the entire system, something that would have been too complex before. As a result, the company has **much better staff cover** for situations like holidays and maternity leave. The company’s quality system is now integrated with SAP Business One, **eliminating the duplicate keying of data**. In addition the system is helping sales. “We can now view a customer’s history and special requirements, such as packaging or different delivery addresses, on screen while we are talking to them”, says Mark. “As a result we have improved our service but, more importantly, **we can now generate cross-selling opportunities**. It’s had a small, but positive, impact on sales and we are looking at how we can increase those opportunities in the future.”

“We could achieve what we wanted to at a reasonable cost.”

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A Scalable Solution

SDC Enterprises is very happy with SAP Business One and the capabilities it has given them. But there is still room for improvement. “Now that we understand the system we can see that **it can bring us even bigger benefits**”, says Mark. “For instance, by analysing customers’ purchasing histories, we can start to proactively approach them about suitable products that they aren’t currently buying from us. By continuously evaluating what we are doing, we expect to make consistent incremental improvements which positively impact our business.”

“With this implementation Signum Solutions have **delivered what they promised, on time and within budget**”, says Mark. “Signum’s technical knowledge is unquestioned. But where they really added value was their understanding of our business and how to approach the implementation to deliver the benefits we wanted.”

“The **payback on the SAP Business One software has been just twelve months** and we expect full payback for the project in 24 months”, Mark continues. “I **would be happy to recommend SAP Business One and Signum Solutions to any other company like ours.**”

Signum are long-standing SAP Business Partners that specialise solely on the Business One solution for small to medium sized businesses. Industry sectors where the business offers a unique and proven solution are: wholesale, food and beverage, chemicals, food service and apparel. With offices based in the North of England and in the Midlands, Signum Solutions has over 50 customers and focuses on providing industry leading, affordable ERP Solutions alongside expert knowledge and implementation experience, to SMEs in all of its chosen key industry sectors.

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Alternatively, visit the website for more information www.signum-solutions.co.uk