



SONDRA ROBERTS

EXPANDING FASHION FIRM ROLLS OUT
SAP® BUSINESS ONE IN 8 WEEKS, SEES
ROI IN 12 MONTHS

“SAP Business One has truly
revolutionized the way we operate.”

Robert Camche, President and CEO,
Sondra Roberts

QUICK FACTS

Company

- Name: Becarro International Corporation (d/b/a Sondra Roberts)
- Headquarters and location: Boynton Beach, Florida; New York City (main showroom)
- Industry: Wholesale distribution
- Products and services: Women's handbags and small leather goods
- Revenue: US\$20 million
- Employees: 18
- Web site: www.sondraroberts.com
- Implementation partner: Effective Computer Solutions (Jacksonville, Florida)

Challenges and Opportunities

- Turn inventory faster to accelerate cash flow
- Manage growth while lowering costs

Objectives

Replace QuickBooks with a comprehensive, integrated, scalable solution

SAP® Solutions and Services

SAP® Business One application

Implementation Highlights

- Rapid – achieved in only 8 weeks
- Detailed action plan, clear milestones
- Hybrid approach: in-house plus partner assistance
- Use of SAP road map and data migration path

Why SAP

- The best software in the marketplace
- Support for small to midsize companies
- Availability of a strong partner network for implementation assistance
- Ability to introduce numerous add-ons to extend functionality

Benefits

- 12-month ROI
- Ability to deliver orders within 24 hours
- 22% increase in amount of goods shipped, with 33% fewer warehouse workers
- 40% reduction in sales-order entry times
- 95% reduction in time managers spend running reports
- 50% reduction in accounting staff
- Ability to send customer statements rapidly to improve cash flow

Existing Environment

QuickBooks

Third-Party Integration

- Database: Microsoft SQL Server
- Hardware: IBM and Dell
- Operating system: Microsoft Windows

Becarro International Corporation (d/b/a Sondra Roberts) uses the SAP® Business One application to turn containers into cash. It's not a magic act. Rather, the wholesale manufacturer and distributor of women's handbags and small leather goods wanted to change the way it inputted shipping manifest data and how it allocated product to customers and shipped goods. Each shipping container holds 8,000 items; it took the company 45 to 55 hours to process each container.

With SAP Business One, it takes 45 minutes. And that's only one of the benefits the company cites since it switched from QuickBooks. "We ship 22% more goods, with 33% fewer warehouse workers, and get every order out the door for each of our 5,000 customers within 72 hours," says Kevin Patrick, VP and general manager at Sondra Roberts. "We decreased sales-order entry times by 40%, enabling our sales team to focus on selling. We cut the time managers spend running reports by 95%. We reduced accounting staff by 50%. SAP Business One allows us to be agile and helps us control costs."

Boynton Beach, Florida-based Sondra Roberts realized a 12-month ROI on SAP Business One – which it implemented in eight weeks, on time, and US\$30,000 under budget.

"Honestly, I don't know how we got along without it," says Robert Camche, president and CEO of Sondra Roberts. "Kevin had been telling me since he joined the company that there were much better systems to help us do what we do. He used to talk about

SAP software, but I never thought it was an option – until I saw the commercials advertising that SAP is for great companies, not just great big companies. SAP Business One has truly revolutionized the way we operate."

Simple Choice: Best in the Business

SAP Business One is an affordable business management solution designed for small and midsize companies and is delivered by a worldwide network of qualified SAP business partners. It enables firms to manage and automate critical business functions across sales, distribution, and financials and get an up-to-the-minute view of operations.

That's what Sondra Roberts needed. The company has been a leader in contemporary handbags for more than 25 years and is renowned for its unique designs and top-quality materials. Careful attention to detail and a fashion-forward approach, merging style with function, ensures every new design perfectly complements each season's hottest trends.

"Our business was coming to a halt using QuickBooks; we simply outgrew it," Patrick says. "QuickBooks couldn't support multiple people doing the same task at once. If we had 100 styles in the container, we would have to check the details of each style individually to see who ordered it and where it was allocated, and then process each order separately. If there were multiple orders for one customer, we could only see one at a time. That forced us to ship each order individually, instead of consolidating them for cost efficiency."

Choosing SAP Business One was simple. "We looked at quite a few solutions," Patrick says. "There were a lot of proprietary companies in the marketplace, but we were not interested in them; you never know how long they're going to be around. SAP is the best in the business. When I found out that SAP Business One was available for companies of our size, I was ecstatic. We moved very quickly."

Implementation Partner: Flexible Rollout Plan

Sondra Roberts selected Effective Computer Solutions in Jacksonville, Florida, as its implementation partner. The SAP partner, which has 30 years of experience serving wholesale distribution businesses, collaborated with Sondra Roberts in an approach designed to save money. "We were concerned that the cost of the project could spiral out of control," says Patrick. "Effective Computer Solutions put its cards on the table and said that the consultation costs were completely



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up to us; either we could do the work or their consultants could. We did everything that we could and called on the company only when needed – which helped us save money.”

The bulk of the work was done remotely, via telephone and the Web; the partner only came on-site twice. The service level was exemplary. Says Patrick, “The consultants were available 24x7. I would be getting responses at 11 p.m. from different members of their team so we could keep the project moving. They always laid out the pros and cons of any decision, which I very much appreciated. They are more than just consultants. They are businesspeople first, and they understood where we were coming from. It was, and continues to be, an honor and pleasure to work with all of the people there. Their response time is second to none.”

Adds Camche, “I must admit I was very nervous about the transition, since we had been using QuickBooks for seven years. However, it all went very smoothly with the help of Effective Computer Solutions.”

SAP Business One: Designed for Fast Implementation

The Sondra Roberts VP and general manager also cites assistance from SAP. “SAP experts helped with a clear road map and data migration path,” Patrick says. “We laid out an action plan with several milestones and made every single one of them. It was imperative that we implemented quickly, because we needed to kick this off in time for our spring-to-summer season.”

The SAP Business One application’s preconfigured functionality helped Sondra Roberts make that deadline – and provided much-needed standardization. “SAP Business One changed the way we do things for the better,” Patrick says. “It streamlined processes. It got us away from bad habits we were used to and into proven business practices, which was great.”

Still, the software was flexible enough to accommodate the company’s niche-specific requirements. “We needed to tailor some functionality to the way we did business,” Patrick says. “We got on the phone with our partner and discussed several options. I evaluated each scenario, made my decision, and set the processes the way we wanted. It was all done very quickly.”

Operational Excellence: Keeping the Supply Chain in Line

Sondra Roberts uses SAP Business One across its entire business – from sales to inventory to accounting – to help it process 150 orders daily and manage 15 outsource factories, hundreds of raw material suppliers, and 10 tanneries in Italy. Noting the newly streamlined operations, Patrick points out several key features and capabilities.

“The pick-and-pack functionality has dramatically improved our ability to ship orders complete and on time. It even allows us to consolidate several orders to the same customer to reduce freight charges. We are also now able to view handbag styles and color options while we have a customer on the phone,

which is really important to us. We could not do this in the past without having to pull out the catalog and find the page. The drill-down capability is amazing. For example, we can look at a customer account at the master-data level and click down to specific orders, line items, open invoices, and so forth.”

Sondra Roberts further enhanced its processes by linking SAP Business One with solutions from SAP partner Navigator Business One Solutions in Pleasant Grove, Utah. One add-on enables processing of credit card transactions directly within SAP Business One; another integrates data from UPS and FedEx with SAP Business One accounting and logistics functionality.

“These extensions have significantly reduced the workload for the front-office staff,” Patrick says. “We used to estimate freight costs up front for each shipment. Now these costs are added immediately after processing the shipment with FedEx, and the credit card is charged. Brilliant!”

Sondra Roberts also uses CrystalWave from SAP partner Third Wave Business Systems LLC in Wayne, New Jersey, to design, preview, e-mail, and electronically fax documents from within SAP Business One. “This has accelerated the collection of receivables,” Patrick says. “It used to take us weeks to go through customer lists and generate documents; it now takes 20 minutes. This increased cash flow and freed up more time for our staff to generate sales and follow up on orders.”

Reports and Analytics: Keeping Management Informed

SAP Business One not only helps Sondra Roberts operate more efficiently, but it also keeps managers informed. Says Patrick, "It is incredible how quickly we get reports. For example, it used to take us 30 to 40 minutes to run a profit-loss statement; now it takes three seconds."

The company will next leverage the ecosystem of complementary applications for SAP Business One and implement

within one screen. For example, we can analyze the origin of sales orders – did they come from marketing initiatives, showroom visits, trade shows, or call-ins? These enhanced analytics will strengthen our business and allow us to be more proactive."

Sondra Roberts also plans to utilize the functionality for material requirements planning within SAP Business One to trigger inventory alerts and replenishment orders. In addition, it will evaluate the SAP Business One E-Commerce application to integrate online operations

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Kevin Patrick, VP and General Manager, Sondra Roberts

PowerOLAP and PowerAnalytics software from SAP partner PARIS Technologies International Inc. in Doylestown, Pennsylvania. PowerOLAP is a corporate performance management and business intelligence solution; PowerAnalytics is a platform for real-time planning, forecasting, budgeting, and predictive analytics.

"This will take us to another level," Patrick says. "It will provide us with a multidimensional view of the business

more tightly with its physical operations. "This will simplify data entry and enable business partners to see our inventory, view their orders, and track shipment status online," Patrick says.

All in all, Sondra Roberts definitely feels it has a competitive advantage with SAP Business One. "I have been in this business for almost 30 years and know a lot of people," Camche says. "None of them uses anything even close to this, as far as I know."



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