



SHAMAS MOTOR SPARES

SAP® BUSINESS ONE TAKES COMPANY FROM SALES FOCUS TO 360-DEGREE VIEW OF OPERATIONS

“Using SAP Business One, we have streamlined our operations, saving time and increasing customer satisfaction.”

Michael Gachie, IT Manager, Shamas Motor Spares E.A. Ltd.

QUICK FACTS

Company

- Name: Shamas Motor Spares E.A. Ltd.
- Headquarters: Nairobi, Kenya
- Industry: Automotive
- Products and services: New and refurbished automotive replacement parts
- Revenue: US\$3.9 million
- Employees: 32
- Implementation partner: IZON Future Systems Ltd. (Nairobi, Kenya)

Challenges and Opportunities

- Move from a sales-focused model to a business management model to run the company
- Improve inventory tracking and customer satisfaction
- Enable detailed reporting to analyze performance
- Completely automate the sales process

Objectives

Rapidly install a comprehensive solution for business management to integrate core functions across the company

SAP® Solutions and Services

SAP® Business One application

Implementation Highlights

- Rapid implementation – 16 weeks
- Strong team morale and dedication
- Train-the-trainer approach

Why SAP

- Proven brand for reduced risk
- Ability to support radio-frequency identification (RFID) processes
- Strong inventory management functionality

Benefits

- Reduction in inventory
- Improved planning for orders
- More accurate pricing
- Simplified analysis of customer order volumes
- Ability to view performance of each salesperson
- More thorough business analysis through detailed reporting

Existing Environment

Locally sourced sales-only software

At a certain point during rapid growth, you have to expand your focus beyond the sales generating your revenue stream to the back-office processes that determine how well you service customers and run your business.

That's the stage Shamas Motor Spares E.A. Ltd. was at when it turned to the SAP® Business One application to help it protect and grow its market share.

Nairobi, Kenya-based Shamas, with over 35 years of experience, is a leading supplier of automotive parts to the East African region. Its phenomenal growth demanded a shift from the strictly sales-oriented software it was using to an integrated business management solution. Its goal was to track inventory more effectively, increase customer satisfaction through faster order fulfillment, and completely automate the sales process.

Shamas was also looking for software that could help it generate reports by the minute, instantly providing a 360-degree view of operations. "We wanted a solution that could synchronize our sales order and inventory processes and enable us to analyze inventory. We needed a clearer picture of our stock to determine what was moving quickly, slowly, or not at all," says Azim Deen, managing director of Shamas.

SAP Business One is an affordable and integrated business management solution designed for small businesses. The software integrates all the core

functions across a company, including financials, sales, customer relationship management, inventory, and operations. Because it is built specifically for small businesses, it can be installed quickly.

That means rapid time to benefit. A short time after the fast 16-week implementation, Shamas was seeing results. "Using SAP Business One, we have streamlined our operations, saving time and increasing customer satisfaction," says Michael Gachie, IT manager at Shamas. Additionally, the SAP software has reduced the time the company spends locating inventory and invoicing customers, says Humphrey Ng'ang'a, a sales executive at Shamas. "SAP Business One is simple to use," he says. "With its extensive search functionality, items are much easier to locate, hence users are much more efficient and can make better use of their time."

Deen is now a delighted managing director. "I can plan orders and establish pricing much more efficiently and accurately," he says. "I am also able to easily analyze which customers are increasing their purchases on a monthly basis. Additionally, with the click of a button, I can view the performance of each salesperson."

Proven Software Simplifies Selection Process

Shamas was established in 1965 and now has two branches operating within Kenya to service its East African customers. The company imports both new and refurbished automotive replacement parts from China, Japan, Taiwan, and Thailand for sale to clients on the African continent.

After it determined it needed a more comprehensive IT solution, Shamas invited bids from three software vendors. The company reports that it quickly determined the SAP software could best meet its objectives. Shamas was also acquainted with the reputation and staying power of the SAP brand and knew it would not be a "guinea pig" in selecting SAP Business One. "We chose SAP software in part because it is renowned worldwide; we knew it was used successfully in the global market, and that would help eliminate risk," says Gachie.

Shamas was also looking for a software solution that could integrate with its radio-frequency identification (RFID) tools for tagging and tracking parts; SAP Business One met this requirement as well. Strong inventory management functionality was also a criterion. SAP Business One helps users better manage inventory operations, including picking, packing, delivery, and billing.



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Using the software, companies can perform inventory valuation using a variety of industry-standard methods. They can monitor stock levels and track transfers in real time. In addition, they can use SAP Business One to run real-time inventory updates and availability checks, as well as automatically apply volume, cash-payment, and other discounts to vendor and customer transactions.

Consultant Partner Exceeds Expectations

Shamas picked IZON Future Systems Ltd. (Nairobi, Kenya) to assist during the implementation. The company says

solve problems. “IZON brought us a great and very cooperative team,” Gachie says. “It went above and beyond its duties to ensure that everything was running smoothly and that we were satisfied with the implementation.”

The two organizations worked as a team to make sure the implementation went as planned. “The implementation was fast, and we got what we wanted from IZON,” says Anand Ranganathan, financial controller at Shamas. Similarly, IZON praises Shamas management and staff for their positive attitude, focus, and dedication. “These attributes contributed enormously to the

Customized Reporting Provides Detailed Analyses

In addition to providing enhanced operational efficiency, SAP Business One solved another problem at Shamas. Previously, the generation and customization of reports had been a big challenge for management. That's all changed with the SAP software. For example, through a “kaizen,” or continuous improvement report, Shamas is now able to analyze the time it takes to complete an entire customer transaction. And, using sales analysis reports, it can analyze income on a daily basis per customer and per employee. Shamas has also been able to incorporate its real estate business within the comprehensive functionality of SAP Business One.

Having worked with the Shamas team from start to finish, Andrew Kibe, an IZON consultant, has a clear view of how the SAP software has benefited the company: “Using SAP Business One, Shamas has significantly reduced stock loss. It now has greater insight into its inventory and can optimize ordering processes. This will lead to greater profitability.”

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it was looking for a partner that understood its needs. The confidence displayed by the IZON team during the product presentation and its knowledge of SAP software convinced Shamas to entrust IZON with that responsibility.

The decision proved to be a good one. Shamas was extremely happy with the IZON consultants' level of knowledge and expertise as well as their willingness to “take things a notch higher” to

on-time completion of the project,” says David Gitare, a consultant at IZON who specializes in SAP software.

Shamas also credits the rapid rollout to the high morale and enthusiasm of the collective team members, who were focused on getting the software up and running and achieving project objectives. An additional success factor was the stringent training before starting the project – a “train the trainer” approach where two people in the Shamas organization replicated lessons learned to the rest of the staffers.

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