

Case Study: Leading Distribution Industry



Overview

A regional distributor for Apple Corporation and Philips Lighting Products, faced significant operational challenges due to the limitations of traditional systems. InfoWorld implemented SAP Business One to streamline their operations, enhance efficiency, and address their unique business requirements.

Initial Challenges

Tracking and Managing the Phone Lifecycle

The International Mobile Equipment Identity (IMEI), a unique 28-digit identifier, is critical for tracking mobile devices throughout their lifecycle:

- From manufacturer to distributor.
- From distributor to retailer.
- From retailer to customer.

Traditional systems lacked the capability to manage IMEI data efficiently, resulting in errors and delays in warranty claims and spare replacements.

Inventory Management

- Tracking high-value items like mobile phones by model, version, and color (e.g., white, black, violet) was a challenge.
- Missing SKUs could lead to financial losses or misplaced inventory.
- Providing real-time inventory data to field forces and dealers was not possible with traditional systems.

Financial Challenges

- Institutional and large-format retail sales required complex calculations for rebates and special incentives, which traditional systems couldn't handle effectively.
- Warranty service claims for spare replacements required IMEI-based tracking, which was cumbersome without automation.
- Credit limit tracking, crucial for modern trade and distribution businesses, was absent in legacy systems.

Reordering and Sales Analysis

Traditional ERPs lacked the ability to provide SKU-wise sales insights, making reordering decisions inefficient.

Discount Management

- Manual approval processes for discounts slowed operations.
- Frequent OEM changes in discount policies required a dynamic utility for faster approvals.

Implementation Benefits

IMEI Tracking and Automation

- Automated device tracking from OEM to distributor, retailer, and customer activation.
- Warranty and post-sales service tracking through IMEI integration.
- Eliminated manual data entry with automated scanning, saving time and improving accuracy.

Enhanced Inventory Management

- Visibility of mobile inventory by model and color, enabling better stocking decisions.
- Optimized stock levels, reducing financial costs by 8%.
- Quick and informed decisions for stock reordering based on real-time data.

IMEI Tracking and Automation

- Automated device tracking from OEM to distributor, retailer, and customer activation.
- Warranty and post-sales service tracking through IMEI integration.
- Eliminated manual data entry with automated scanning, saving time and improving accuracy.

Improved Financial Operations

- Automated rebate and incentive tracking with OEMs for seasonal sales campaigns.
- Effective follow-ups and data-driven insights improved cash flow and performance.

Streamlined Discount Management

A custom discount management utility developed by InfoWorld on SAP Business One allowed faster approvals and real-time updates in alignment with OEM policies.

The InfoWorld Advantage

With over 35 years of ERP implementation experience and SAP Business One expertise since 2009, InfoWorld successfully transformed operations by:

- Implementing a comprehensive SAP Business One solution tailored to the business needs of regional distributors.
- Deploying a senior consultant pool with an average of 15 years of experience in ERP technology.
- Resolving critical business challenges in inventory, financial operations, and lifecycle management.
- Enabling real-time business monitoring and IMEI control.

Business Impact

- Improved profit margins through efficient inventory and rebate management.
- Faster claim cycles for warranty and spare replacements.
- Increased operational accuracy and decision-making efficiency.

Explore how InfoWorld can revolutionize your operations.



www.infoworldindia.com