

# SAP Business One

#1 ERP for SMEs

## Case Study:

### Pet Food Distributor Transformation with InfoWorld



#### Overview

Our client, a leading distributor of pet food in India, represents premium global brands such as Versele Laga, KITCAT, and Vitapol. They manage over 250 SKUs across categories like dog, cat, and fish food, maintaining a strong B2C presence through platforms like Amazon and a network of 500+ retail resellers. As their operations scaled, traditional systems became insufficient, necessitating an advanced ERP solution. InfoWorld implemented SAP Business One to address their operational challenges and streamline processes.

#### Initial Challenges



##### Order Processing

- Manual data entry for over 5,000 monthly orders caused delays and human errors.
- Inadequate integration with Amazon and other platforms restricted seamless data flow.



##### Logistics

- No integration with logistics partners, such as DTDC, led to inefficiencies in tracking and deliveries.



##### Dealer Co-ordination

- Field sales teams lacked tools to access updated inventory data for efficient order placements.



##### Inventory Management

- Stock tracking relied on outdated systems, leading to inaccuracies in availability and fulfillment.
- Inability to provide real-time stock visibility hindered dealer operations.



##### Technology Gaps

- Existing systems were not scalable or capable of integrating with advanced platforms.
- Manual processes and data silos created bottlenecks in operations.



#### InfoWorld's Solution

##### Seamless Integration with SAP Business One

- Connected the client's operations directly to Amazon, automating supply chain data and order processing.
- Integrated Dealer Management System (DMS) with SAP Business One, enabling real-time stock visibility for field sales teams and dealers.

##### Enhanced Inventory Management

- Automated stock tracking ensured precise inventory control, reducing discrepancies.
- Real-time consumption data facilitated optimized resource allocation.

##### Optimized Logistics Co-ordination

- Partnered with DTDC for integrated order tracking and delivery updates.
- Streamlined the fulfillment process by ensuring that orders were booked only against available stock.

## Automated Notifications

- Introduced an email scheduler to notify stockists upon invoice generation, improving storage and logistics planning.

## Implementation Benefits

# 1

### Operational Efficiency

- Automated processing of over 5,000 monthly orders, reducing fulfillment times.
- Eliminated manual errors with direct system integration.

# 2

### Dealer and Sales Team Empowerment

- Real-time access to inventory data improved order placements and customer satisfaction.

# 3

### Improved Inventory Visibility

- Accurate stock tracking minimizes stockouts and overstocking, reducing capital block by 8% in excess inventory and driving an impressive YOY growth of 30%.
- Enhanced order accuracy and resource planning.

# 4

### Scalability

- A scalable ERP solution now supports their growing operations, ensuring long-term sustainability.

## The InfoWorld Advantage

With 35+ years of ERP implementation experience and SAP Business One expertise since 2009, InfoWorld successfully:

- Implemented a comprehensive ERP solution tailored to the unique challenges of pet food distribution.
- Managed organizational change to ensure seamless adoption of SAP Business One.
- Resolved critical operational challenges, including manual inefficiencies, inventory mismanagement, and logistics gaps.
- Enabled real-time monitoring and control over orders, inventory, and dealer coordination.

