Densitron

Improving Supply Chain Automation and Control with SAP Business One®

" The conversion from our legacy Unix-based proprietary system to the feature rich SAP Business One application reduced our TCO and improved our back-office and front-office efficiency. "

Greg Hayes, General Manager,
Densitron Corporation of America

Company

Name: Densitron

Industry: High tech

Employees: 17 in North America, 63 worldwide

densitron.com

ERP Solution

SAP Business One®

DENSITRON
TECHNOLOGIES

Business Challenges

- Replacement of crash-prone legacy Unix-based system
- Increasingly complex international supply chain management

Implementation Best Practices

- Proactive team support from key managers and staff
- Implementation supplemented by collaboration and interactive development and pilot meetings
- Legacy mapping to SAP use cases

Benefits

- 20% improvement in back-office efficiency predicted over next 2 years
- Faster response to customer inquiries on open orders
- Reduced time to execute factory shipping planning
- Ability to run relational inventory queries more quickly
- Lower back-office costs due to email reports
- Ability to automate and forms

Why Vision33

- Support for multinational products, currency, and divisions
- Multinational implementation support
- Terminate-and-stay-resident program support for native client-server technology

Densitron Technologies plc, a leading designer and manufacturer of custom information displays, needed to improve supply chain automation and control. When its legacy system became too expensive to support, constraining efficiency, Densitron Corporation of America, the company's U.S. subsidiary, replaced it with the SAP Business One®. The application's flexibility reduces total cost of ownership by allowing the company's staff – many of whom had experience with similar software – to work more effectively.

Replacing Legacy System to Cut Support Costs

Densitron's products comprise standard and custom LCDs, including alphanumeric and graphic models, and its primary market segments in North America include industrial, medical, instrumentation, automation, and gas and oil exploration applications.

Founded in the 1970s, Densitron is headquartered in the United Kingdom and operates in 35 countries, with offices in the United States, Germany, France, Finland, Japan, and Taiwan. The company employs approximately 63 engineering, sales, support, and operational personnel worldwide and outsources manufacturing to China and Taiwan.

One hundred percent of Densitron's business is with OEM manufacturers. The company designs its displays according to customer needs and contracts with Asian manufacturers to have the displays built and delivered to numerous global destinations, to be assembled with customers' products. Given the complex logistics and custom product–intensive nature of the business, efficient supply chain automation and control is crucial.

Densitron is a Microsoft shop. Hence, when the company's legacy Unix-based system began to crash twice a year, making it increasingly expensive to support, Densitron decided to replace it with a Microsoft-based system. The company believed that running affordable supply chain software on a

Microsoft database would help it achieve the lowest possible total cost of ownership (TCO).

Empowering Managers to Generate Efficiencies

Densitron Corporation of America, the U.S. subsidiary of Densitron Technologies plc, was somewhat unusual in transitioning from a proprietary system, as most midsize companies do not use them. In addition to crashing often, the company's aging software was extremely cumbersome to use. Every menu was specific to the current module. If users wanted to relate something to another module, they had to write it down, back out of the menu screen-by-screen, and then go into the other module. Changes to the software were time consuming and expensive.

According to Densitron Corporation general manager Greg Hayes, the SAP Business One application was one of the few feature-rich products that had multinational implementation support. Given the likelihood of implementing the solution in additional locations later on, Hayes says, "This consideration was as important as anything else about our choosing SAP software."

The ability to empower midlevel managers to generate their own efficiencies, rather than having departmental managers creating efficiencies from the top down, was viewed by Hayes and his staff as the single greatest advantage of SAP Business One. For example, managers who need dashboard

reports or alerts are able to create these themselves. Most of Densitron Corporation's employees had significant experience with applications similar to SAP's, and many were highly capable, professional-level users. Their familiarity with report writers and form writers and the ability to set fields helped them use SAP Business One effectively and gain efficiencies from the outset.

Smooth Implementation – Improved TCO

Given Densitron Corporation's high level of user sophistication, just one day of training was adequate to give users basic knowledge of the system, after which they learned on the job. The application's comprehensive, intuitive menus were a key advantage for its rapid adoption.

Densitron predicts TCO improvement of 20 percent. Each business manager has quarterly goals for leveraging SAP Business One to make process changes that enhance efficiency. Hayes and his team are planning transaction-processing improvements based on SAP Business One, and these improvements are part of the company's three-year plan. As the changes are implemented, Densitron expects TCO to continue to improve and its managers to achieve even greater automation of and control over the company supply chain.

About the implementation partner Vision33, Inc.

Vision33 Inc. is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. We partner with growing and large organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33 global team of results-driven resources provide world-class experience through our office locations in North America and Europe.

Vision33's SAP solutions provide scalable and integrated enterprise resource planning (ERP) technology to growing enterprises. We work with customers to connect their business processes from finance and expense reporting to procurement and inventory – transforming their operations and better managing subsidiary operations – no matter the size of their business. Vision33's dedicated customer support program, Vision33's world-class TOTAL Care support program ensures you have the tools needed to fully leverage your investment in technology.

Vision33's eGovernment practice delivers the right approach, expertise, and people to public sector clients to empower our government clients to be successful with technology. We have experts in the technologies and methodologies that are of most value to you. Working in partnership with Vision33, we will help you optimize your technology investment, delivering government services efficiently, reduce costs and improve overall citizen satisfaction.