

Streamlining a Distribution Business With SAP Business One[®]



ABOUT



Company

Name:

Staub Electronics Ltd.

Industry:

Wholesale distribution of electronics

Products:

Electronic devices for car and home

Visit them at

www.staub.ca

Business Challenges

- Implement eCommerce and inventory management capabilities
- Improve business software flexibility and scalability

Benefits

- Launched B2B eCommerce site that reduced manual order entry by 15%
- Implemented multilocation warehouse management, significantly increasing inventory visibility
- Reduced cross-dock order processing time from 15 hours to 2–3 hours per week
- Automated emailing sales order confirmations and invoices to customers
- Electronic data interchange (EDI) advanced shipping notifications dramatically improved customer service while cutting labor

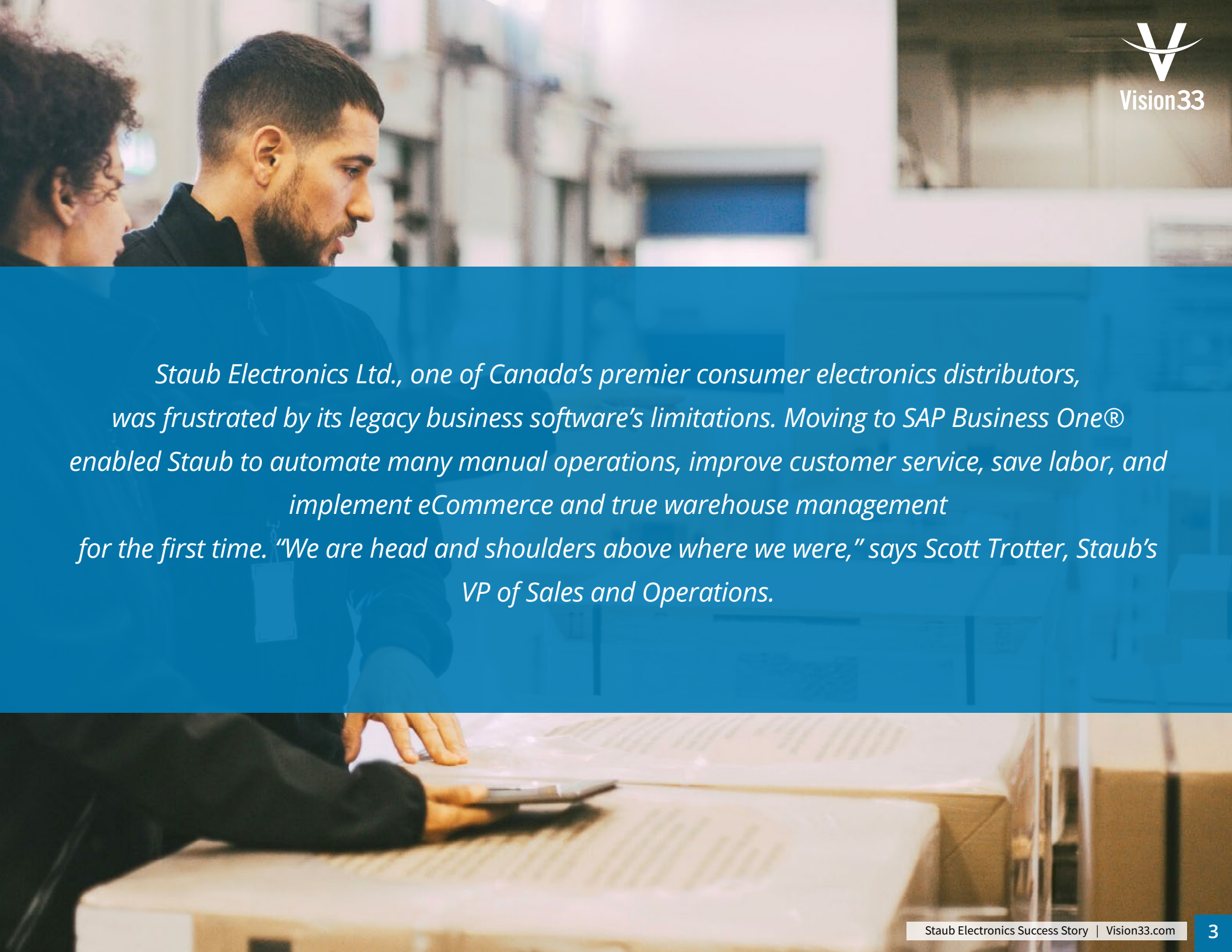
Why Vision33?

- Reputation for business excellence
- Support for eCommerce, inventory management, and efficient business processes throughout the company
- Flexible and affordable



SAP Business One has without question been an incredible success and major competitive advantage for Staub.

Scott Trotter, VP of Sales and Operations at Staub Electronics Ltd.

A background image showing two people, a man and a woman, in a warehouse or industrial setting. The man is in the foreground, looking down at a laptop on a table. The woman is partially visible behind him, also looking at the laptop. The scene is dimly lit, with some equipment and boxes visible in the background.

Staub Electronics Ltd., one of Canada's premier consumer electronics distributors, was frustrated by its legacy business software's limitations. Moving to SAP Business One® enabled Staub to automate many manual operations, improve customer service, save labor, and implement eCommerce and true warehouse management for the first time. "We are head and shoulders above where we were," says Scott Trotter, Staub's VP of Sales and Operations.



We desperately needed to manage inventories better, so we started looking for a third-party warehouse management package we could bolt on to our legacy software.”

Scott Trotter, VP of Sales and Operations at Staub Electronics Ltd.

Legacy Software Limitations

Established in 1981, Staub is the trusted distribution partner for home theater and mobile electronic equipment for Canada’s major electronics retail chains, specialty retailers, and custom integrators. Known as the “installer’s choice,” Staub specializes in installer-friendly, solution-oriented electronics products.

Staub’s legacy business software imposed many limitations. Manual operations were common, especially in the warehouses. The company wanted to provide better customer service, but it was difficult with the labor-intensive process of acknowledging orders, preparing invoices, and issuing advance shipment notifications (ASNs). Electronic data interchange (EDI) is mandatory for doing business with the large chains Staub services, but its EDI capabilities were underdeveloped. Staub also wanted to offer eCommerce and launched a development effort, but it failed after a year and a half because of software problems.

Staub also attempted to automate its warehouses but, plagued by more software obstacles, abandoned the project. This failure was the catalyst for improvement. “We desperately needed to manage inventories better, so we started looking for a third-party warehouse management package we could bolt on to our legacy software,” explains Trotter. “When we saw what that would cost, however, we stepped back and started evaluating enterprise resource planning solutions.”



Affordable, World-Class Business Software

Staub thought SAP software was too expensive, so it looked at other brands instead. None delivered the game-changing functionalities the company was seeking. Then Staub spoke with Vision33, an SAP channel partner. “We always thought SAP software was for Fortune 500-type companies, but Vision33 showed us how wrong we were,” says Trotter. “SAP Business One fit our budget and addressed our legacy system’s shortcomings.”

The SAP partner ecosystem was an especially critical factor in choosing SAP Business One. As Trotter explains, “A big reason we never succeeded with eCommerce or warehouse management was that the software vendors we chose were too loosely connected to our legacy provider, resulting in incompatibility between applications. SAP is totally different because of its certification program. We selected mainly gold-level partners, so we knew the applications were vetted for SAP Business One compatibility.”



We always thought SAP software was for Fortune 500-type companies, but Vision33 showed us how wrong we were. SAP Business One fit our budget and addressed our legacy system’s shortcomings.

Scott Trotter, VP of Sales and Operations at Staub Electronics Ltd.



A Wealth of Certified Third-Party Applications

Third-party applications are critical to Staub because it needs so many. The company chose applications provided by SAP partners and had Vision33 install them as part of its SAP Business One implementation.

- For warehouse management, Staub chose LISA Distribution from N'ware Technologies, a wireless warehouse management system that provides bin locations and detailed warehouse management functionality using wireless terminals and portable label printers.
- For eCommerce, Staub chose the Vision33 eCommerce platform. Vision33's availability in the SAP catalog was a significant reason Staub chose SAP Business One.
- For EDI, Staub chose Alligacom Inc.'s EDI-Integrated Suite, which streamlined and automated sales order acknowledgment, ASN generation, and label printing. Combining eCommerce and EDI vastly improves efficiency for customers and Staub, whose order processing time is down 30%.
- For inventory management, Staub chose Inventory Planner from Valogix LLC. This application supplements LISA Distribution by enhancing the inventory planning and replenishment environment. Whereas Staub's replenishment algorithm was originally based on simple min-max requirements, it now considers histories, trends, seasonality, lead-time planning horizons, and other sophisticated criteria.
- For customization, Staub chose Boyum IT's B1UP. B1UP allows Staub to tailor screens, which provides much more flexibility. Staub uses user-defined fields and B1UP tailoring extensively.





Despite the complexity of integrating all these applications into SAP Business One, Vision33 completed the implementation in just four months, right on schedule and within budget. Just as important is that the applications run in close harmony with SAP Business One. “Talk about tight integration,” says Trotter. “All third-party applications appear native in the SAP Business One environment and reside right in the system’s main menu.”

Staub continues to pursue process improvements using the robust functionality of SAP software. The company plans to automate the labor-intensive SKU setup, which oversees the incorporation of new products into its line. Currently, Staub follows a manual, complex vetting procedure for every new product suppliers want to include in its distribution network. SAP Business One will allow suppliers to use the internet for vetting. In another project, Staub plans to extend SAP Business One to include the remote devices of its many salespeople covering Canada.

“SAP Business One has without question been an incredible success and major competitive advantage for Staub,” concludes Trotter. “Sometimes I’m concerned that our competition will catch on to our formula for success, but then I realize it doesn’t matter. We have a head start with SAP Business One, and we’re moving fast to take even further advantage of it. We’ll remain a step ahead.”

