

Basebone Finds the Right-Sized ERP Solution in SAP Business ByDesign

SAP Business
ByDesign™



ABOUT

Founded in 2007, Basebone Group Limited (Basebone) is a digital media company that provides over-the-top (OTT) media services in emerging markets.

The company's flagship product, Baseplay, uses proprietary technology, including content management, mobile payments, advertising, and anti-fraud solutions, to make digital content accessible to more households than ever.

www.basebone.com





The Early Days

Basebone began as a single entity in Spain and has grown into a group of international companies. Its employee hub remains in Spain, and 10 companies operate across Europe, Africa, and the Middle East.

“When I joined the company, there were 12 people,” says Maria Liston, Basebone’s CFO. “Now there are about 60. It’s been a fantastic journey.”

During the early years, Maria and her team used a small accounting system that worked well in Spain—but only in Spain. “It was a nice system, but it couldn’t cope with multiple currencies,” Maria explains.

The company established a presence in the UK and found inexpensive software. Basebone used the same software when it expanded to South Africa, but there was a snag: The system couldn’t handle large numbers of zeroes, so invoices had to be broken into pieces for processing.

“The business was growing, and we were going to add more entities,” Maria says. “We couldn’t carry on like that.”

The Road to ERP

Basebone began its search for new technology in what Maria jokingly calls a “beauty contest.”

After evaluating two enterprise resource planning (ERP) solutions, the crown went to SAP Business One for its ability to handle multiple jurisdictions and currencies.

Basebone partnered with Vision33, SAP’s largest and most experienced Business One partner.

“We had a good rapport with Vision33,” Maria says. “We knew the implementation would involve working closely with a team of people, and we felt comfortable with them.”

Basebone deployed Business One in the cloud to minimise the need for internal IT support. But as the company continued to grow and add entities, even Business One became challenging to maintain.

While accounting is essentially the same, regulatory compliance differs significantly from country to country. It was also difficult to work with multiple banks that used different file formats because of software localisations. And costs were creeping up.

“When I looked at what it was truly costing us, I thought, ‘For what we do, that’s crazy,’” Maria notes.



The Second Round

It was time for another ERP beauty contest. This round featured a too-small solution and a too-expensive solution. Then, Vision33 suggested SAP Business ByDesign, an affordable, easy-to-use cloud ERP solution.

"We had a demo, looked at the cost, and realised the savings," Maria says. "It was a no-brainer."

Not only did Basebone stay in the trusted SAP family, it stayed with Vision33.

"They know us. They know what we're about and what the business does," Maria says. "It was easy to discuss how we wanted Business ByDesign to work with someone who had that knowledge."

The Benefits of the Right Technology and a Trusted Partner

Maria and her team are in the early stages of their Business ByDesign implementation, but they're already reaping benefits.

"It's very dynamic, a little bit 'new kid on the block,'" Maria explains. "It's also very intuitive and tweakable, so we're doing things differently."

With Business ByDesign, Maria and her team use only the modules they need, and turning on and configuring new ones is easy.

Business ByDesign is ideal for multi-company, multi-country organisations like Basebone. Adding new companies in new locations to the system is hassle-free and will fuel Basebone's growth into additional markets.

Business ByDesign also speeds up the consolidation process and provides better visibility.

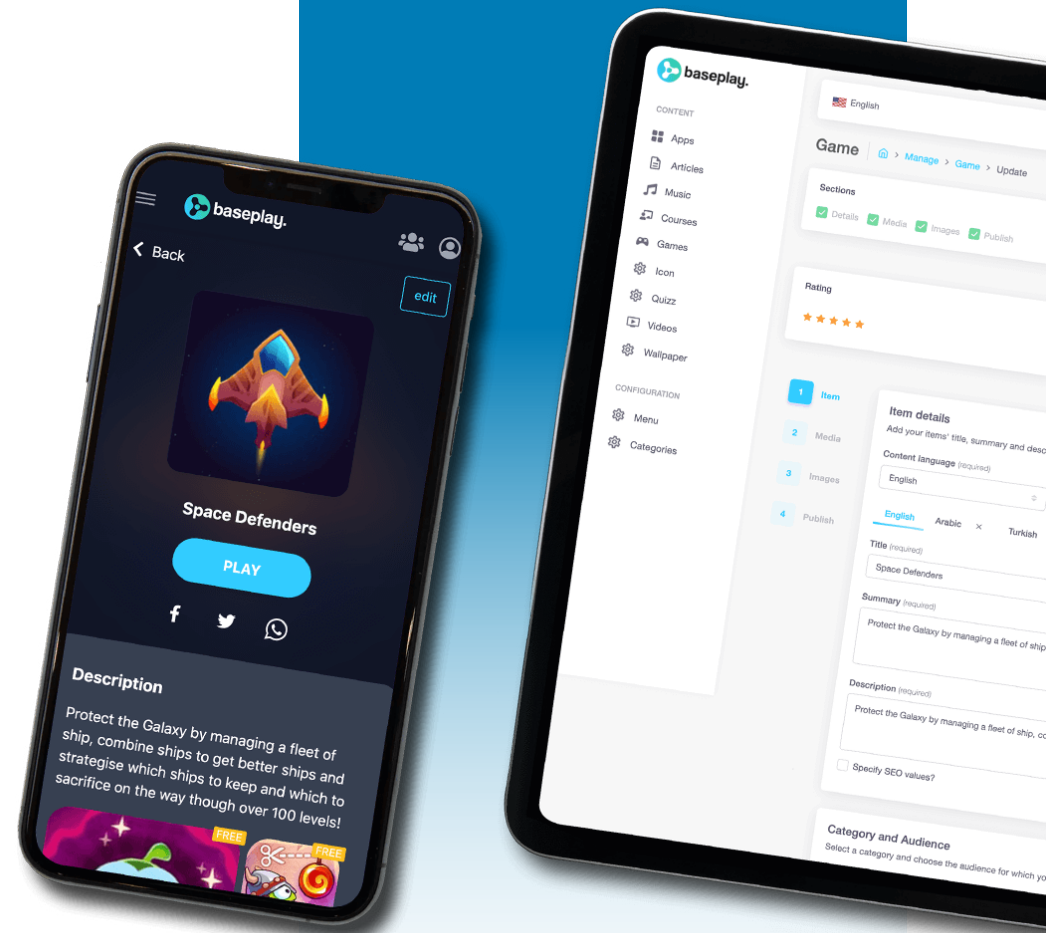
"Even though there are separate companies, they're all in one database, so I can explore everything," Maria says. "That's immediate improvement and lack of error."

When Basebone ran Business One, the company paid for annual support, maintenance, and Amazon Web Services (AWS) hosting. By switching to Business ByDesign, Basebone reduced its ongoing annual costs by over 40%. The company won't need to invest in IT expertise, and Business ByDesign's quarterly, behind-the-scenes upgrades ensure the latest improved features with no business disruption.

Now that Basebone has the right-sized ERP solution, its professionals can continue to help digital media creators connect with new consumers.

And as the company continues to grow, Vision33 will remain a steadfast partner with its world-class support program.

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Vision33 (www.vision33.co.uk) helps growing companies deliver on the promise of technology through enterprise resource planning (ERP) solutions, including SAP Business One and Sage Intacct, automation, and integration solutions. Vision33 has the people, processes, and technology to help businesses solve everyday challenges and seize new opportunities for growth and transformation. With proprietary solutions such as iDocuments and Saltbox, Vision33 helps businesses leverage the right transformative technology for their digital transformation journeys.

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