

Luxury Headphones  
Manufacturer Doubles  
Revenue in One Year With  
SAP Business One Cloud

**SAP** Business One



# ABOUT



Audeze is a luxury audio device manufacturer headquartered in Costa Mesa, California. Audeze delivers the most accurate sound reproduction available on the market and sells its high-quality headphones in over 75 countries. With cutting-edge technology and earpieces handcrafted in a woodshop, Audeze tests every headset for two days to ensure customers get the highest quality audio devices.

## Company

**Name:**

Audeze

**Industry:**

Electronics manufacturer

**ERP Solution:**

SAP Business One® Cloud  
powered by Amazon Web Services

## Summary

- Full visibility into every business area, with user-defined fields for real-time reports
- Personalised dashboards that track key performance indicators for faster, more informed decision-making
- Easily identify and manage revenue



CNN aired a special on Audeze's unique manufacturing processes. [Watch it here.](#)



Vision33 hosted a live demo showing how Audeze uses SAP Business One Cloud to run simple and drive profit. [Watch it here.](#)

Visit them at [www.audeze.com](http://www.audeze.com)





*Audeze employees are always on the go. Accessing sales, financials, and manufacturing data from literally anywhere is critical for us. SAP Business One Cloud helps the Audeze team be truly mobile, productive, and in sync”.*

*Sankar Thiagasamudram,  
CEO of Audeze*

## Challenges

Audeze’s fast growth was hindered by its limited visibility of company data. Because of its three unintegrated software systems, employees had to generate all reports manually—a difficult, time-consuming, and error-prone task. Multiple systems also meant employees were doing duplicate data entry, which sometimes caused inventory inaccuracies that led to stockouts and delayed deliveries.

The company’s customer relationship management (CRM) system was also unintegrated, so sales representatives often had out-of-date information.

Eventually, the data siloes became so problematic that Audeze decided it was time for a change. To maximise efficiencies, create a strong infrastructure, and continue to grow, the company needed new software.





## Solution

After much research, Audeze selected SAP Business One Cloud as its new business management system. Audeze loves how SAP Business One Cloud offers complete visibility into company data anytime, anywhere, on any device. “Audeze is a small company in Costa Mesa that sells all over the world, so our employees are always on the go”, says Sankar Thiagasamudram, Audeze’s CEO. “Accessing sales, financials, and manufacturing data from literally anywhere is critical for us. SAP Business One Cloud helps the Audeze team be truly mobile, productive, and in sync. Plus, it helps us minimise infrastructure costs”.

Audeze employees no longer spend hours gathering data from three systems and manually generating reports—instead, they use SAP Business One Cloud’s accurate, real-time data to create reports. The information they need is available when and where they need it.

And with SAP Business One Cloud’s advanced inventory management tools, Audeze gets better insight into its inventory and has increased its fulfilment rates. Audeze also uses the built-in CRM tools to track, manage, and predict new revenue opportunities with new and existing customers.



*To access sales, financials, or manufacturing data from literally anywhere is really important for us. SAP Business One Cloud helps the Audeze team be truly mobile, productive and in-sync, not to mention, help us minimise infrastructure costs”.*

*Sankar Thiagasamudram,  
CEO of Audeze*

## Working With Vision33

Vision33 gave Audeze the local support it needed to proactively harness company data and stay competitive. Because Vision33 is the largest global partner for SAP Business One, Audeze benefitted from world-class technical resources, support, and training throughout the implementation. Although Audeze had concerns about data migration and customisation, Vision33 ensured Audeze had access to all the easy transition tools available.

Vision33 remains Audeze's partner in success, offering the unmatched TOTAL Care customer support program and helping Audeze use SAP Business One Cloud to gain a competitive advantage in a global marketplace.





Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox (saltbox.io) and iDocuments (idocuments.io).

*For more information about Vision33, visit [www.vision33.co.uk](http://www.vision33.co.uk).*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

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