

## SAP Customer Success Story Consumer Products – Consumer Electronics



### AT A GLANCE

#### Summary

Headquartered in Hamburg, Germany, MAS Elektronik AG has almost 400 employees around the globe involved in the development, production, and sale of consumer electronics. The manufacturer focuses on its strengths of high quality, an extremely efficient sales structure, and excellent technology, with the SAP® Business One solution handling all key business processes.

#### Web Site

[www.mas.de](http://www.mas.de)

#### Key Challenges

- Inability of IT infrastructure to support business expansion
- Inefficient and error-prone data handling and storage
- Legacy data transfer

#### Project Objectives

- Implementation of a “one-stop” business solution
- End-to-end data flow and enterprise-wide exchange of information

#### Solution and Services

- SAP Business One
- SAP Business One Software Development Kit

#### Why SAP Solution

- Persuasive product presentation in the run-up to the decision
- Best price-performance ratio compared to competitor products

#### Implementation Highlights

- Integration of a Web shop using SAP Business One Software Development Kit
- Implementation in a week

#### Key Benefits

- Faster processing of customer inquiries
- Integrated data storage
- Connection of external systems

#### Implementation Partners

Straton IT Consulting AG

#### Existing Environment

Stand-alone applications for financial accounting and retail

#### Database

Microsoft SQL 2000

#### Hardware

- Server: 2 Xeon 2800 processors
- Clients: AMD 2800+

#### Operating System

Microsoft Windows 2000

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René Grässler, IT Director, MAS Elektronik AG

## MAS ELEKTRONIK

### A Manufacturer of Consumer Electronics Looks to SAP® Business One to Handle Its Business Processes

The soccer World Cup 2006 is already stimulating the German economy. When the ball starts rolling in a few months' time, the enthusiasm of hotel owners, sports article manufacturers, and fans will be shared by the employees of MAS Elektronik AG. The vast majority of fans will be following the championship on television at home – and the fortunate ones will be watching the games on XORO LCD televisions, which guarantee soccer excitement at home-cinema quality.

MAS Elektronik AG has been dealing in products for the home entertainment market for almost 15 years and manufacturing them for the last 5 years. DVD players, sound systems, and LCD TVs are among its leading products. Almost 400 employees around the globe are involved in the development, production, and sale of these products. The enterprise, headquartered in Hamburg, Germany, has production plants in China and sales branches in France, Russia, Finland, Taiwan, the Netherlands, and Ukraine.

### A “One-Stop” Solution for All Enterprise Processes

Business is booming for MAS Elektronik. The home-cinema branch is one of the few sectors showing any real growth in Germany. However, success is bringing its fair share of competitors into the marketplace, and the number of manufacturers in this market segment has increased significantly over the last five years.

However, increased competition is no cause for concern to MAS Elektronik. The manufacturer focuses on its strengths of high quality, excellent technology, and an extremely efficient sales structure. The company's IT infrastructure is a major contributor in helping the company stay ahead of its competition. Two solutions form the backbone of all business operations: Lotus Domino for internal and global communication and the SAP® Business One solution for handling all major business processes.

**"SAP Business One meets our needs head-on."**

René Grässler, IT Director, MAS Elektronik AG

Without an efficient software infrastructure, MAS Elektronik could not have coped with the expansion of the past years. Previously, financial accounting and retail were accommodated by stand-alone applications. A custom interface supported communication between the two applications, which meant that data had to be captured twice or imported a second time. The company realized that at some point in the near future, this type of data handling and storage would no longer support MAS Elektronik's expanding business and would render the system too inflexible to support the expanding number of product variants. This led to the decision to implement a new solution that could handle everything – now and in the future.

**Implementation in a Matter of Days**

At SYSTEMS, an IT conference held yearly in Munich, Germany, René Grässler, IT director at MAS Elektronik, was attracted by SAP Business One, the SAP solution for small and midsize enterprises. A subsequent presentation of the product had the IT director thoroughly convinced.

SAP Business One was implemented in just a matter of days – in part because the standard functions of SAP Business One matched 95% of the business processes at MAS Elektronik. MAS Elektronik implemented an interface to its Web shop using SAP Business One Software Development Kit, enabling incoming Internet orders to flow automatically into the business software.

Now, all enterprise management functions are accommodated in one system. "SAP Business One provides entirely new opportunities. The only alternative would have been to invest considerable sums in additional stand-alone solutions. Our infrastructure made this pointless," explains Grässler.

In addition to being the more economical solution, SAP Business One is more comprehensive. "SAP Business One meets our needs head-on," says Grässler. It plays its part in making the processes in the company much more transparent than before. Purchasing and sales processes used to be separate, manual transactions supported by paper forms that were stored in file cabinets and forwarded by hand when required.

Today, when an order is created and confirmed, a delivery note and invoice are generated, giving the warehouse the go-ahead for delivery. In parallel, the transaction is shown as an open item in accounting. If the merchandise is in stock, customers can receive their order immediately. Otherwise buyers arrange production and delivery times with the plant in China. In this case, delivery takes somewhat longer, but all the associated ordering and delivery transactions are managed by SAP Business One.

**Faster Order Fulfillment and Improved Information Flow**

Each department can access this system and exchange data with the other divisions. The result is a significant improvement in the internal information flow. This is particularly important for an enterprise like MAS Elektronik that covers all of the manufacturing steps – from development and production to sales and technical support. Today, the time between placing an order and delivery averages less than 24 hours.

The improvements delivered by SAP Business One lay the groundwork for the continuing growth of MAS Elektronik. The company will expand services offered to customers. For example, MAS Elektronik is planning to exchange price and delivery data with its customers via an electronic data interchange interface in the near future.