



CUSTOMER:
Sound-Music



INDUSTRY:
Distributor & Manufacturer of Professional Audio Equipment



LOCATION:
Melbourne, Australia



PRODUCT:
SAP® Business One

“We needed something that offered a little bit more and could go the distance. Our technical staff were comfortable with SAP and familiar with the database system. We also liked the look and feel of the product and were confident that we would be able to develop our own implementation and necessary customisations.”

JOHN FULLER – SOUND-MUSIC DIRECTOR

THE SCENARIO

Sound-Music distributes high quality professional audio products throughout Australia and New Zealand and into the United States. Beginning as a distribution business for high quality products, the company expanded its product range, and business complexity, by introducing its own range of products from a manufacturing operation in China.

The existing accounting system was MYOB® with custom built enhancements, starting to show its age and running slowly on the network. When a system upgrade failed to provide a good solution, Sound-Music decided a more substantial and up to date product was needed, capable of providing added flexibility and more features. This was a reflection of their rapid expansion and the changes this caused.

THE REQUIREMENT

Sound-Music had what was now a multinational operation with diverse requirements including manufacturing. They needed an accounting and operations management system capable of handling all this, as well as providing simple and cost effective operation. A growing business needed a system with sophisticated reporting to give greater insight into its operations, and could be customised to their unique requirements, whilst meeting the needs of an international business.

As well as finding the best software, a reliable local partner was also important. Enabling introduced the company to SAP® Business One, which is designed specifically for small to medium size business and tightly integrates all critical processes for key areas of the operation for maximum efficiency.

In an evaluation process Enabling showed a keen understanding of Sound-Music's requirements and issues and how SAP® Business One could resolve them. Enabling's extensive experience with the system and numerous implementations provided added confidence in setting up the right business processes for an efficient and effective use of the new system.

THE SOLUTION

Enabling was called upon to put the solution into place, provide support and training, and offer guidance to Sound-Music technical staff in developing customisations to fit the business.

ABOUT SOUND-MUSIC

Established in 1989, Sound-Music offers an extensive range of professional audio equipment for the home, electronic and studio musician and maintains a strong focus on technical advice and ongoing support. Sound-Music distributes high quality products throughout Australia and New Zealand and beyond. As well as owning the SM Pro Audio and Violet Audio brands of music and audio equipment, Sound-Music represents some of the finest manufacturers around the world with a wide range of leading audio recording, DTMP and computer music products sold through a dealer distribution network covering over 200 product outlets in the region.

ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout Australia and New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington, Christchurch and Dunedin, we have both strength in numbers and depth of expertise to support organisations of all sizes and with a multitude of requirements.

ABOUT SAP® BUSINESS ONE

SAP® Business One is an integrated enterprise resource planning (ERP) solution designed to provide a single, affordable solution for managing an entire business. Designed specifically for small-medium business, Business One includes financials, sales, customer relationships and operations. It helps to streamline end to end operations and gain instant access to complete information for greater clarity in business decisions and acceleration of profitable growth.

SAP AG, based in Walldorf, Germany, is a world leading provider of business software, offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. It has more than 95,000 customers in over 120 countries and a rich history of innovation dating back to its beginnings in 1972.

SOFTWARE CHOICE

- SAP® Business One

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Sound-Music is using the standard SAP Business One package with some added items, including customised queries and scripts. One example is an eCommerce script that exports inventory data every fifteen minutes to update the company website, so retailer clients know what is available on a near real time basis.

Moving data from the old system to the new was significant, as it also involved important new fields and processes the old system did not include. Says Fuller, "We previously had a database system for moving goods from warehouses, and we needed to decide how to set up SAP Business One's Pick and Pack solution. This required some training to ensure that our procedures could meet the demands of the new system."

"We had SAP Business One in place from the start of our financial year in July, 2010, and it has been up and running since," says John Fuller. "We were able to have the application in and running in a very short period of time, and we were able to use our own technical skills to enhance the system and add features that improve business productivity." Commented Enabling Consultant, Mark Botsford, "this shows that SAP Business One is very simple to install, allowing rapid implementation. Sound-Music really took ownership of the project."

THE RESULTS

One of the key benefits of the Business One implementation is that it permits fast multiuser access anywhere in the world. Manufacturing staff in China can reach the system for a speedy response at any time, for example. Another benefit is multicurrency operation, with capability to handle Australian, New Zealand, US and Chinese currency issues, permitting either a daily rate or an edited rate for documents. This is important when manufacturing and distribution operations are in diverse international locales. Finally, it was important to have the ability to handle a multi-warehouse situation. Sound-Music's diverse operations use a number of warehouses to stock inventory, in Melbourne, USA and in China.

"Everything is run from a main server in Melbourne," says Fuller. "We provide VPN access to our road warriors, so they can log in from anywhere. The level of account access can be set according to the individual logon, providing security and access to only the information people require to do their jobs."

"The benefits of using Enabling include its local operations," says Fuller. "If something needs to be fixed quickly, we have local support. We needed to ensure that we had the backing of a highly reputable firm. With any implementation or customisation, there's always a chance that something might go wrong, so it's great to know there is someone we can turn to. Our dealings with Enabling were always first-class and they were happy to provide the lifeline that we required. One of the Enabling technicians was a musician himself which helped them to understand our issues."

"The advantages that we've seen over the previous system are in speed, in reporting - where SAP Business One is light-years ahead, and in visibility as to what is going on within the business," says Fuller. "These have all resulted in substantial savings for the firm and improved our agility and capability to move forward with the business."

THE FUTURE

"We're now moving up to the next version of the SAP Business One product," says Fuller. "Enabling has provided the information that we need to operate along the way, and they have really jumped through hoops, providing the experience that we need to back up our operation and ensure continued success."

Sound-Music is always in expansion mode. They continue to fine tune the system, and to benefit from using more of Business One's capability to enhance the Company's accounting and operations.

"We're always finding out a bit more what we can do," says Fuller. "As for Business One, reporting is an area which has proven particularly strong. Reports are more in-depth than we've ever had and makes us aware of new ways to do things. Now we're just to the point of fine-tuning the things that we need."

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