



“We are into the business of trading several types of Biotechnology research products, enzymes, plastic ware, and kits, so our product data is extremely voluminous. Moreover, since we are in the retail trading industry, we also have an extremely large customer database to maintain with their complete profile. To progress in our business, we had to co-relate the two databases to generate information regarding specific customer buying patterns and needs. We found the solution to all these concerns after implementing SAP Business One,”

Tushar Barad, Managing Director, Applied BioScience.

AT A GLANCE

Company

- Name : Applied BioScience India Pvt. Ltd.
- Major Product : BiotSchnology Research Chemicals, Plastic ware, Kits, Enzymes.
- Employees : 15
- Website: www.appliedbioscience.com
- Implementation Partner : PAC Computers, Mumbai.

Challenges & Opportunities

- Integrated solution for all business functionalities
- Streamline business processes and adopt best practices
- Replicate the same platform as the current market leaders

Objectives

- Creation of robust database with inter-related customer matrix and product matrix
- Small implementation time-frame and reduced implementation costs
- Easily accessible real-time information, online through VPN or NetWeaver™ technology.

SAP® Solutions & Service

SAP® Business One

Implementation

Highlights

- Time-frame: 6 months
- Users: 15

Why SAP

- Leading brand in the market
- Low implementation costs and time-span
- Seamless integration with vendors and customers, who were already on SAP

Benefits

- Extensive user-defined matrix with product and customer matrices being related
- Efficient procurement planning
- Improved relationship with customers

Existing Environment

- Database: SQL Server
- Hardware: Pentium 4
- Software: Single-user Tally and other discrete applications

APPLIED BIOSCIENCE

Applied BioScience Manages Large Customer-Product Data with SAP® Business One

Background

Applied BioScience is purely a trading company which deals with Biochemical, Diagnostics kits, plastic ware and small equipment. It is involved in the distribution of quality/innovative products, technology and services from the world's leading manufacturers to its customers in the fields of Plant Tissue Culture, Molecular Biology, Proteomics, Immunochemistry & Cell culture in India . The company which was started as a small business venture in 2003 with revenue of Rs.50 lakhs is now a major player in their industry, especially in western India with an annual turnover of Rs. 1.75 crores in the year 2005-06. It is head-quartered at Mumbai and currently employees around 15 people.

Prior to implementing SAP, Applied BioScience was using several independent discrete applications to run its routine business functionalities. Most of these were stand-alone solutions and their data could not be inter-linked. “The legacy packages were bought only because they were economical when we started the company 4 years back. Tally’s usage was just limited to financial accounting. In fact, the entire operations right from the quotation to the order generation to the payment invoicing was being done

manually. When our business grew, we realized the need of one integrated solution for all these activities,” says Barad.

Since Applied BioScience trades in very diversified segments of biochemical and related consumables, their product list is extremely voluminous. Details of each product such as its manufacturer, its price structure and its applications have to be maintained meticulously and also needed to be recalled instantly. This product matrix also had to be co-ordinated with their customer matrix which outlined their research work and product needs. Thus, a robust database structure had to be created, from which different users could glean the necessary information quickly. The company also wanted to keep up with the latest business technologies available, to remain competitive in the market. “To be successful, you have to do what the successful companies do. We wanted to replicate the business model of the leader in our field,” says Barad.

After careful consideration of other vendors such as Oracle, Siebel and Microsoft, Applied BioScience decided to opt for the SAP Business One Solution. “We saw that SAP had the ‘drag-and-relate’ querying functionality – which would immensely help us with our data management. That really impressed us. The requirement has been there for the last couple of years. In the last one year, we realized that SAP could fulfill it,” says Barad. The simplicity of the solution, low cost of implementation and strong brand recall also led them to choose SAP. “Anyways, SAP is the leading brand – most of our customers have already implemented SAP. This makes it easier for us to integrate with our customers in the near future and have a seamless exchange of information on the same platform,” adds Barad.

Implementation

Applied BioScience took on PAC Computers, Mumbai as their implementation partner for the SAP Business One Solution. The project, which was started in March 2007, was completed well within time, and they were able to go live within a short span of 6 months, in the month of August 2007. All basic modules including finance and CRM have been implemented. Detailed discussions were held between the company along with the implementation team and the scope of the project was finalized.

“We have streamlined all our business processes with this implementation & now all users are adapting to this new solution and are getting used to the ease of the operation on this platform,”

says Barad.

Benefits

After implementing SAP Business One in their company, the most significant benefit experienced by Applied BioScience has been the construction of the user-defined matrix in which the customer and the product details have been inter-linked. An integrated and robust database has been created, which makes querying and retrieval of information much easier and faster. “This has been the one huge differentiating factor before and after SAP. Customer and product details are available instantly, which helps our business immensely,” says Barad.

This gives access to accurate, real-time and online information for everyone. “Earlier, we had to keep asking the accounting

department for any outstanding figures-customers' dues, suppliers' payments, etc. Now, we are able to track all this and more from our own computers".

With the SAP Business One Solution in place, the procurement planning also has become stronger. Business intelligence which has been gathered from the structured database has added immeasurably to their business.

“We are able to determine the exact market size of each product. Information such as which product has the highest demand, highest sales, etc. help us focus on a particular market area and increase our business,”
says Barad.

Another significant benefit of the SAP Solution has been the availability of complete customer profiling. Every single customer has a unique identity and all his transactions are tracked and added to his profile. “From a customer's profile, we already know what he has bought in the past, what brands he prefers and thus, what he is likely to buy in the future,” says Barad. “So any future sale with the same customer becomes easy. When our sales people go for calls, they know exactly what to talk to the customers”.

Future Plans

Applied BioScience shares a good working relationship with SAP and would like to definitely build upon it in the future. “The people at SAP have an extremely helpful attitude. A good thing is that the customer to employee ratio is much harmonized. We are able to raise any concerns that we have, and SAP ensures they listen to us and respond to us favorably,” says Barad. In the future, Applied BioScience aims at opening branches across the country and even in other countries like China and USA, and would like to implement SAP solutions in all of them.

“Now we have such a strong database structure. By just replicating this same database all over, we can even dream of becoming a 2000-crore company in the future,” concludes Barad. Applied BioScience has thus been able to stamp its authority on the Indian markets with the SAP Business One Solution.

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