

# The sweet scent of integration with SAP Business ByDesign®

# SBGC

SPRECHER BERRIER GROUP OF COMPANIES

## Before: Challenges and Opportunities

- Previously, various incompatible ERPs were being used across SBGC's subsidiaries.
- There was a lack of data transparency, which restricted overview of stock levels.
- A robust, overarching ERP solution was required that could consolidate all turnkey solutions currently being offered across the group.

## Why SAP Business ByDesign and Inflexion

- SAP Business ByDesign provides system integration and customizable features on a cloud-based platform for all subsidiaries, group-wide.
- SAP Business ByDesign incorporates CRM functions that are key for meeting customers' needs.
- Inflexion was able to provide the solutions based on our needs and they are good listeners.

## After: Value-Driven Results

- Since implementation, management now has full data transparency with comprehensive CRM functionalities for customer management.
- Real-time data can be accessed 24/7 from anywhere on any device via user-friendly dashboards.
- Corporate processes and group-wide activity can be viewed in real-time.
- Compliance with IFRS standards has been simplified.
- Product distribution, account management, order delivery and new product launches can now be handled seamlessly.

**“We were able to integrate all our subsidiaries across the globe and to integrate all the special local features of our subsidiaries.** We are convinced that with SAP Business ByDesign & Inflexion we will have a brilliant future.”

Tami Azzahafi – Group CFO, SBGC

## Enhanced stock management, globally

since implementation of SAP Business ByDesign

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