

Driving change and increasing market share with SAP Business One®

New East, an importer and distributor of aftermarket automotive parts, partnered with Seidor One Middle East to implement SAP Business One. By moving into a process defined way of working, New East is a business that can say both their sales and customer base has rapidly increased.

Before: Challenges and Opportunities

- New East's legacy applications had limited ERP capabilities.
- Inventory management was not as efficient as required.
- A new ERP software was required that could automate processes, record data in real-time and offer vertical modules which can be a part of the business process.

Why SAP Business One and Seidor One Middle East

- SAP Business One has a good name, and provides a constructive way of working.
- Seidor One Middle East is the number one SAP partner in the region.
- The Seidor One Middle East team is always on hand with new modules or add-ons to solve problems.

After: Value-Driven Results

- Since implementation, New East has a more efficient way of working. Thanks to a 360° view of information.
- Order processing has improved.
- Finance and inventory is managed seamlessly through SAP Business One.
- Orders are fulfilled relatively faster.
- Confident that both current and future taxations can be managed hassle-free.



نيوايست للتجارة العامة
NEW EAST GENERAL TRADING

“SAP Business One and Seidor One are one of **the pillars required to maintain business stability.**”

Guru – Group Head of Business Systems, New East General Trading

50% faster year-end reports

since deployment of SAP Business One

Featured Partner



New East General Trading
Dubai, UAE
www.neweast.ae/

Industry
Automotive

Products and Services
Importing and distribution of aftermarket automotive parts

Employees
300+

Featured Solutions
SAP Business One

THE BEST RUN The SAP logo, consisting of the letters "SAP" in a blue, bold font with a white diagonal line through the letter "A".