







# Moving from Sage to SAP Business One.

## FAST FACTS

-  Target Sports
-  Harlow, Essex
-  Sports & Entertainment
-  SAP Business One
-  Integrating operations in UK, China, Japan, USA
-  Confirming processes and improving productivity

## Using SAP Business One as a part of digital transformation strategy to connect global operations.

Target Sports was launched in 2006 and has quickly built a global reputation for innovative, premium products which are enhanced by impeccable craftsmanship. The company, which now has operations in the UK, China, Japan and the US, works with some of the world's leading darts players, including six world champions.

Prior to implementing SAP Business One with SEIDOR, Target Sports was running Sage 200. However, as the company began to grow and expand its operations, it was clear that Sage was impacting how the business was operating – and, more importantly, how it wanted to function and integrate overseas operations.

Julie Plummer, Systems Manager at Target Sports, explains: “The main reason for us moving away from Sage wasn’t because of what it could do, but what it couldn’t do. Now we have companies in China, Japan and now the US so we needed something that was a global solution. Sage just wouldn’t have given us that control.

“SAP is the way forward. I love it. It was the right thing for the business to be able to link up everything. Who would want to own a business where you’ve got Sage in the UK, another system in China, another in Japan and then one in the US? That’s the main reason for moving to SAP. It was to link all our businesses together.”



## Modernising Operations

The introduction of SAP Business One played a key driver in the company's modernisation and digital transformation strategy. The system helps staff from across the company to conform activities and work productively from a single solution.

"Our financial controller and owner now have visibility across the four countries. That was first and foremost a big improvement for us," Julie added.

"But streamlining a lot of our processes has been a big advantage to us. With SAP we took out a lot of manual work. In hindsight we had lots to change, but SAP Business One helps to automate and integrate everything so that people don't have to manually add data for sales orders and things like that. For instance, in Japan, they have gone from pen and paper processes to SAP Business One. Now, everybody across our business uses the same processes."

## Fully integrated

By connecting global operations from a single system, Target Sports is able to control and track critical business functions centrally. Goods, materials and suppliers are managed to control the company's manufacturing operations in China. Key purchasing, procurement, finance and reporting tasks have also been simplified to help Target Sports increase operations yet still work more efficiently.

More recently, Target Sports has integrated its website into SAP to streamline and automate key e-commerce sales processes. "We are always analysing how to make our business better. Be that systems of processes," said Julie.

"We use SAP for everything that we do and we are constantly looking at ways to improve productivity. With the help of SEIDOR, we're always assessing ways that we can further improve our processes or how the system can help us to do more."



## Working with SEIDOR

After making the decision to migrate away from Sage, Target Sports was referred to SEIDOR by another SAP partner and hasn't looked back since.

"I actually sent an email in to SEIDOR and just took it from there really. I felt like I didn't need to look anywhere else," Julie continued. "The team at SEIDOR have been amazing. Even during the implementation stage, I've never had to escalate any issue because I've never felt the need to do that. Everybody is just really good at what they do."

Although Julie has worked with larger SAP systems in the past and works with SAP Business One on a daily basis, if ever she needs to contact SEIDOR's helpdesk, she knows she's in good hands.

"I'm a big fan of the SAP Business One helpdesk. The team are really top class," she added. You can tell that just by the way they talk to you. You don't ever get the feeling that they don't know what they are talking about. Because of my past working with SAP, I would never get in touch with the helpdesk unless I've done my own investigations into any issues. The support has been absolutely fantastic."



**Julie Plummer**

Systems Manager, Target Sports

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## ABOUT SEIDOR

We are human focused, technology experts. SEIDOR is a multi-national IT consultancy firm that works with all types of organisations to simplify operations with our affordable innovation. As one of the world's leading SAP Platinum Partners we deliver world-class SAP ERP services and solutions into all types of growing companies.

Our experts offer a comprehensive portfolio of innovative solutions, and our award-winning services are proven to help small to mid-sized companies overcome common challenges to achieve their goals.

When it comes to ERP, SEIDOR is your No.1 choice.

