







# Doubling revenue with SAP Business One.

## FAST FACTS

-  The West Group Ltd
-  Hampshire, England
-  Manufacturing & Distribution
-  SAP Business One; BIUP; Produmex, Sharperlight
-  Evolving and innovating with SAP
-  Integrating Group companies into a single database

## How SAP Business One helped The West Group grow and innovate over a ten-year period

The West Group specialises in the design, production and supply of miniature fluid control components. Established for more than half a century, the Hampshire-based company plays a key contribution to British manufacturing serving the medical, biopharma, analytic, industrial, inkjet and scientific sectors. Innovative products range from tubes and valves through to pressure and flow restrictors.

The company has been working with SAP Business One for more than a decade. The solution has played a pivotal part in helping the company to grow and innovate over the last ten years.

“We deployed SAP Business One back in 2010 to replace a system called Pegasus

Opera,” Lauren Downs, Business Intelligence Manager, explained.

“That system was mainly just stock and finance and wasn’t fit for purpose in terms of being an all-round solution for us. It just wasn’t delivering what we needed.”

SAP Business One is a scalable solution that has assisted growth over a sustained period of time at The West Group. The solution now helps the company manage its four businesses from a single, centralised system. Prior to the implementation of this fully integrated system, manufacturing capabilities were outsourced to local businesses.

But with powerful inventory and production management tools included within SAP Business One, The West Group has been able to remove outsourcing costs and plan the manufacture of goods within their solution.

“Initially we were more of a distribution company. But we’ve been able to acquire companies and integrate them within SAP and we’ve more than doubled our revenue in the time we’ve had SAP Business One,” Lauren said.

With strict industry guidelines and quality standards to adhere to, Lucy Russell, CI & Operational Implementation Manager, says the system not only helps the company to manufacture goods, but also to track key components in supply and distribution chains.

“SAP Business One gives us really good traceability through our system in terms of end-to-end processes. We can trace raw and batch materials right through to the end product serial number. It gives us these kind of links which we never really had before and we’ve really utilised those functions more and more over the years,” she said.

## **Advanced Warehouse Management**

The West Group holds more than 27,000 items within its inventory that are managed digitally by SAP Business One. The company recently integrated Boyum’s Produmex solution into their SAP solution to further enhance inventory management capabilities.

Produmex includes powerful warehouse management features that complement existing tools within SAP Business One, plus scanning capabilities to further manage inventory items digitally.

“With the scanning functionality in Produmex, everything is really streamlined now because we’ve removed a lot of manual processes. Our warehouse team are now working on the go. The solution prints the labels to track items and it’s removed the possibility of any human error,” Lauren added.

## **Improving Company Processes**

SAP Business One not only helps to manage key inventory and production operations at The West Group, but it has also made a significant impact on the ethos of the company. Having implemented the solution well over a decade ago, the company has already witnessed a return on investment. But it’s other aspects of SAP Business One which continue to make a difference.

Not only have levels of efficiency and productivity improved since deployment, but the system is a key driver in helping staff to innovate and streamline tasks.

“The whole company runs on continuous improvement ethos,” Lauren added. “Everybody that uses the system is constantly thinking that if there’s something that takes them too long, how can we try and put things in place to improve that? SAP Business One is a great system, it’s very logical.”

## Customising SAP Business One

Having worked with the solution for such a long time, The West Group has utilised a range of popular add-ons within the SAP Business One eco-system.

In addition to Prodimex, these add-ons include Boyum's BI Usability Package, which allows users to customise areas of SAP Business One without the need for costly development projects, and Sharperlight, a powerful reporting and Business Intelligence tool.

"With add-ons like Boyum it just means that you can customise the solution to suit your own business and processes, which is what we do a lot. With Sharperlight, it's revolutionised the way we work. The scalability of our capabilities with the solution and how much information we're able to give to people across the business. I think it's clear as a business the benefit it gives us.

## Working with SEIDOR

The West Group approached SEIDOR to support its system after standards of customer service began to fall with another partner. Having had the experience of working with certain team members at SEIDOR previously, it was an easy decision to make.

"It's definitely the best support we've had from a partner so far," Lauren said.

However, it's not just the standards of award-winning SAP Business One support which have impressed The West Group.

"The whole team have been incredibly helpful," Lucy added, when asked about the recent Prodimex deployment project. "It was just a really, really great project team that we worked with."



**Lauren Downs**

Business Intelligence Manager, The West Group

**"SAP Business One is a great system, it's very logical... We've been able to acquire companies and integrate them with SAP and we've more than doubled our revenue in the time we've had SAP Business One."**

## 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.

