

Cutting-edge consumer goods commerce with SAP Business One

Founded in 1998 and headquartered in Dubai, Oriental General Trading FZE is a manufacturer, distributor and retailer of tobacco and other premium ignitable FMCG products marketed under 8 flagship brands worldwide. When the company set out on their digital transformation journey, they relied on SAP Business One and the implementation powerhouse at Seidor to make it happen. Following the solution's roll-out, Oriental General Trading presently benefits from lightning-fast picking and reporting capabilities thanks to BoyumIT's Produmex WMS add-on, enhanced overall operational efficiency, lower costs, higher sales volumes and profitability and the scalability needed to allow the company to further its international expansion efforts.

Before: Challenges and Opportunities

- Need for a flexible, scalable ERP to handle the company's fast-growing international business
- Aspiration to boost sales volumes
- Desire to optimize reporting and picking operations

Why SAP Business One and Seidor / Produmex WMS by BoyumIT

- Solution offers a robust, customizable platform with unlimited functionalities via add-on modules to meet present and future business demands
- Produmex WMS add-on by BoyumIT streamlines picking operations and offers one-click reporting
- Partner demonstrated proven results throughout their successful six-year long business relationship

After: Value-Driven Results

- Simplified business processes and streamlined picking
- Enhanced operational efficiency and time-savings to focus less on data management and more on core business analytics and strategy
- Improved cost-effectiveness with an ROI of under 2 years
- Scalability through add-on modules for unlimited functionalities
- Increased sales volume, profitability and customer satisfaction



“SAP Business One has enabled us to simplify business processes in myriad ways. We’re a profitable company now and our sales volume is much higher after SAP implementation.”

Jacob George, IT Manager, Oriental General Trading FZE

**Operating in
15 countries
across 4
continents**

**8 flagship
brands**

Oris, Gold Seal, Capital,
Patron, Denver, D&J,
Empire, Fisher

Featured Partners



Oriental General Trading FZE
Dubai, United Arab Emirates
<https://www.orientalme.com/>

Industry
Wholesale distribution;
Retail, Consumer
Products..

Products and Services
Manufacturing, distribution and
sales of cigarettes and other FMCG
products under 8 flagship brands
with points of sale in 45 countries

Employees
500

Featured Solutions
SAP Business One
Produmex WMS by Boyum

To watch the video
[Oriental General Trading
cuts costs, not quality,
with SAP Business One](#)

THE BEST RUN

