

Data drives business growth over 20 years with SAP Business One

FAST FACTS



Fleming Medical Limited



Limerick, Ireland



Wholesale & Distribution



SAP Business One;
Boyum; BPA Platform



Fully integrated system
to connect teams



Using data to drive
sales strategies

Fleming Medical grows and innovates over two decades using SAP Business One

Fleming Medical is a family-owned supplier of market-leading healthcare devices and consumables. The Limerick-based company was established in 1987 and today works across 20 countries with offices in Ireland, the UK, China and Dubai. The company specialises in diagnostic, sports therapy, first aid and wound care products under its Medicare and Physiologix brands.

Having initially worked with a core finance solution for a number of years, Fleming Medical realised it needed a more robust system and a solution with a greater breadth of functionality to cope with higher volumes of transactions and explored alternative solutions to manage its evolving requirements.

Mark Fleming, Managing Director, Fleming Medical, explained how its former software was struggling to keep up with its growth of operations.

“We needed a greater breadth of functionality. Tools for sales and purchase ledgers and a CRM to manage customers. The company had grown and our product range and services had increased

“We have long lead times so MRP became a big issue and then we had challenges managing our stock. We also had plans for an e-commerce integration in the future, which wasn't an option with our old system. So we searched for a system that could deal with all that.

“We probably spent about six months scoping different solutions and we picked SAP Business One because we wanted the gold standard – and SAP are specialists in ERP systems.”

The company went live with SAP Business One on 1st June 2005. Now, two decades later, the solution helps Fleming Medical to seamlessly manage operations across its global offices.

SAP Business One has evolved with new features and innovations developed over the years. However, one thing that has remained over two decades has been the system’s reliability.

“I never thought we’d have SAP Business One for 20 years!” Mark joked. “But it’s always been very stable. There’s rarely been any issues and it’s core to our business. One area we’ve never had to worry about is stability. In fact, it’s always done what it says on the tin.”

Data driven strategies

By capturing information from its global operations within a centralised database, Fleming Medical monitors real-time KPIs and tracks product and customer trends using business intelligence tools that connect into SAP Business One.

These are critical to the business and allow key stakeholders to drill down into data to analyse performance, identify trends and make comparisons against previous reporting periods.

“Our metrics are driven around the growth of the company and the different product categories. We’re able to give information on what products have sold by each quarter to our customers using the information in SAP, which is fantastic,” Mark added.

“We have 20 years of data. So we’re using that to look at products and customer relationships to see what’s worked in the past, what isn’t working, and what’s growing. We then take these insights back to our customers. That type of information is invaluable, and I think that is what has given us an edge in the market over our competition.”



Working with SEIDOR

Having worked with a number of SAP partners over the years, Fleming Medical partnered with SEIDOR to help optimise its environment and to further streamline intercompany trading processes.

“We have invested in database optimisation, which is something that came as a recommendation from SEIDOR and no other partner had suggested. That’s made a huge difference to our system performance,” Mark added.

“Working with SEIDOR is different in terms of them being proactive, more hands-on. They have been more understanding of our business.”

Fleming Medical has also utilised SEIDOR’s expertise within the SAP Business One eco-system. Despite having complex requirements around its intercompany trading, SEIDOR’s team of certified professionals helped to simplify and streamline processes for the smooth transition of data between Fleming’s international entities.

“The integrated intercompany trading, I don’t think any of the other SAP partners would have even attempted something like that – it was a complex project,” said Mark.

“SEIDOR has a greater expertise in terms of the add-ons for SAP Business One. Our relationship with SEIDOR is good – they are always very proactive and responsive to our requirements.”



Mark Fleming

Managing Director, Fleming Medical Limited

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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.



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