



“SAP is a must for every business. It helps our company to adapt to changing market dynamics better and faster than before”

Sanjeev Madan,

Managing Partner, Bon Ton Opticians

AT A GLANCE

Company

- Name : Bon Ton Opticians
- Head Office : New Delhi, India
- Industry : Retail, Bon Ton's 5-floor store is the largest in India
- Products : Spectacle frames, Ophthalmic Lenses, Sunglasses
- Employees : 200
- Website : Website under construction
- Implementation Partner : K.L.G.System

Challenges & Opportunities

- Eliminate duplication of data and manual errors
- Enable financial reporting and customer relationship management (CRM)
- Keep track of orders and accommodate a large number of SKUs
- Data management
- Forecast of purchase decisions

Objectives

- Customer satisfaction
- A solution that enables business integration
- Support rapid business expansion
- Help personnel achieve higher levels of performance
- High degree of control of business, with high degree of flexibility

Why SAP solution

- SAP is the best ERP solution
- SAP offers best business practices worldwide
- Service to clients
- A well-known brand with high market penetration
- Value for money solution

SAP® Solutions & Services

- SAP® Business One application

Implementation Highlights

- Implementation: Challenging
- Excellent partner performance

Key Benefits

- Real-time information with automatic updates
- Duplication of effort and manual errors eliminated
- Faster decision-making
- Increased efficiency
- Timely reports for management
- Better control
- Reduction in stock levels and less money tied up in inventory
- Quicker response to customers
- Forecast of business decisions

Existing Environment

- Legacy systems, small IT solutions
- Hardware: IBM Servers
- Operating System: Microsoft Windows 2003
- Database: SQL 2005

BON TON OPTICIANS

BON TON OPTICIANS GETS A CLEAR PICTURE OF ITS BUSINESS WITH SAP® BUSINESS ONE

Background

Bon Ton Opticians are a well-known retail chain of optical products that include spectacle frames, ophthalmic and multi-focus lenses, as well as sunglasses. The company offers a range of products to match customer needs and market trends. It sells an array of premium international brands and an assorted mix of other brands through its outlets. Bon Ton is the largest retail chain in North India in terms of market share and the number of outlets.

Having enjoyed rapid growth during the past few years, Bon Ton realized that its back-end computing systems could no longer provide the level of support required for the efficient daily operation of multiple retail outlets.

“There were immediate needs –minimizing stock levels to enhance efficiency, improving performance of our stores and our personnel, and improving customer service,” says Sanjeev Madan, Managing Partner, Bon Ton Opticians. The company wanted to get an overall view of how things were going and a better control of its business.

“We have the best resources, the best people, the best products and we want to provide the best service for our customers. So, we decided to go in for the best software –SAP. SAP was on the top of our minds,” says Madan.

Oracle was a close contender but it was SAP all the way. Madan had heard about SAP and the successful implementation of SAP Business One in many companies since the last nine years; which was a major driving factor to go in for SAP.

Implementation

The company selected K.L.G.Systel as the implementation partner for the project, which went live in December, 2007. There was a core team of 4 members from Bon Ton and 2- 5 members from the partner company involved in the implementation. The company is impressed with the partner’s professional approach and commitment to the project. SAP Business One has been implemented in the company’s Head Office and stores.

Today, there are around 29 users who have taken the implementation well. “Though the process has been challenging, it has not been that difficult for users to catch up with SAP Business One, since they were working on systems earlier too. Further, they know that it will benefit the company and our customers,” says Madan.

Benefits

With SAP Business One in place, Bon Ton’s management now has real-time access to timely and accurate reports, thus improving the decision-making process. With improved information flow and enhanced visibility, the management can track the status of its business as and when it wants. It is in a better position to identify business pain points easily. With SAP

Business One, Bon Ton is seeing a tremendous improvement in control and data management in the company.

SAP Business One has become the basis for running the company’s business. The system’s speed also allows the company to create reports much more quickly than was previously possible. End-of-year summaries that once took about a month to pull together can now be completed in a week or so.

“By doing more with the data than ever before, we are accomplishing our jobs much more quickly and efficiently. It’s taking only half as long as before to perform processes like financial reporting,”

says Madan.

The company can now effectively monitor its vast amount of inventory. Staff members will be able to view the stock availability in the warehouse and determine which orders are committed to which customer and which stock item needs to be ordered. Through effective tracking, the company has a clear picture of inventory and can also make performance projections.

SAP Business One has given the company the ability to see store activity and inventory levels in real time, leading to improved inventory management and better planning. Another advantage is monitoring and managing a large number of stock-keeping units (SKUs).

Improved customer service is one important outcome of the enhanced ability to monitor stock. Madan singles out the Customer Relationship Management functionality for special mention. The company is set to revolutionize Customer

Relations with the instant availability of data which has thrown up numerous possibilities. “While keeping up with customer tastes, preferences, changing fashion and trends, we will know what works best –which design, which color, the price levels etc. This way, we can stock what is really in demand and also serve our customer better,” says Madan.

In the coming months, Bon Ton will be able to tell a customer when his order is fulfilled, the planned delivery date, and which items are on back order. All this translates not only into streamlined business processes but also into highly satisfied customers. By having a clear understanding of the problems that customers face, who the key customers are and what they like, for instance, the company will be able to enhance customer service offerings in the most cost efficient manner. Bon Ton is in a better position to anticipate clients’ needs based on real-time data.

Bon Ton believes in forming long-term relationships with its customers. With the availability of important customer data

SAP Business One enables the company to communicate with its customers and respond to their needs better, which in turn leads to customer satisfaction and customer retention. Bon Ton also wants to integrate the SAP Business One application with the company’s Website to facilitate online ordering.

Using SAP Business One, Bon Ton has centralized information sharing for all its departments which has improved the communication flow. The company has established a set of standard operating procedures which has resulted in better control and overview of its business operations.

Future Plans

Being a satisfied SAP customer, the company has plans to go in for a solution on Human Resources in the near future.

“SAP improves information flow, tightens controls and strengthens customer service. In fact, SAP is a must for every business. It helps us to adapt to changing market dynamics better and faster than before,” concludes Madan.

