

Orlando Sentinel

WALL STREET

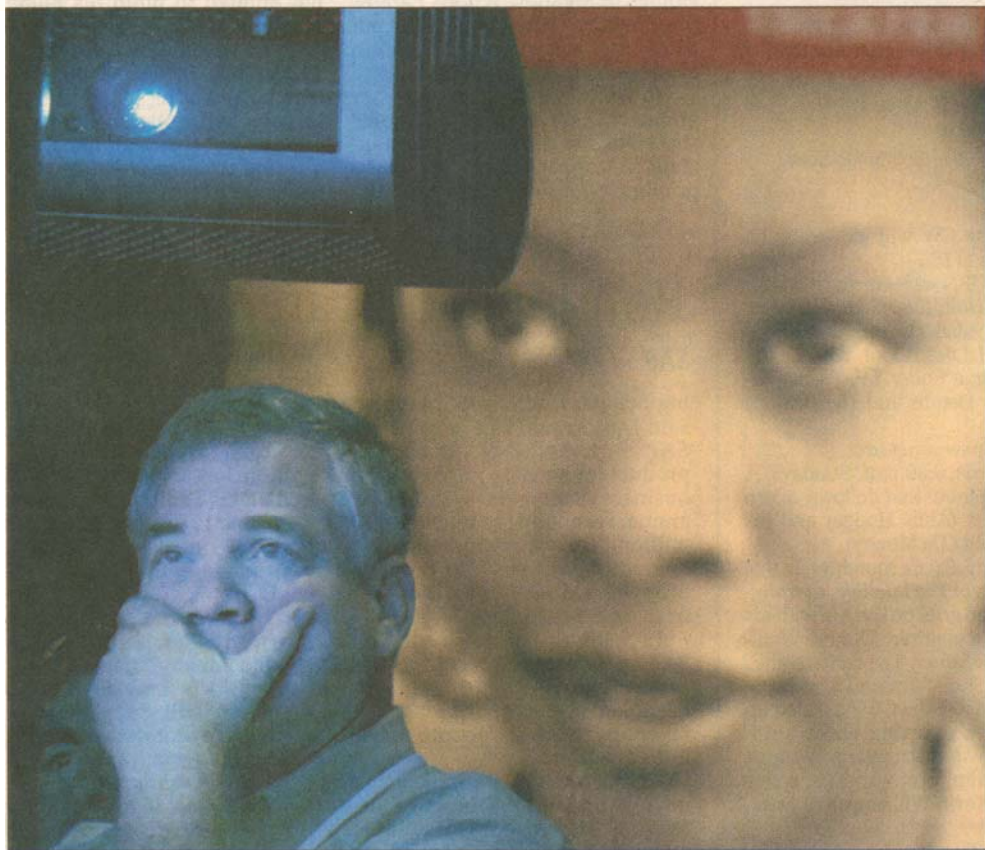
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COMPANIES SURF SAP SOFTWARE

MARKETWATCH

<p>DOW -77.32 Close: 11,128.29</p>	<p>NASDAQ -15.48 Close: 2,180.32</p>
<p>NYSE -51.20 Close: 8,148.18</p>	<p>S&P 500 -8.51 Close: 1,261.81</p>

Top 100 Central Florida stocks, C4



BOBBY COKER/ORLANDO SENTINEL

With a giant poster in the background, Rick Hawkins of Northrop Grumman watches a software demonstration at the SAP trade show Wednesday at the Orange County Convention Center.

Ron Jon among local businesses at SAP conference

By **CHRIS COBBS**
SENTINEL STAFF WRITER

Ron Jon Surf Shop may throw a beach bash for a bunch of computer nerds.

The Cocoa Beach company is preparing to roll out new business-management computer software from SAP, the global software giant that is to bean counters what Ron Jon is to surfers.

"We could have a beach party when we implement the software this fall, after the

summer rush," Ron Jon President Ed Moriarty said. "We could have our Ron Jon surf-school instructors teach the SAP team how to surf."

Ron Jon was among the Central Florida companies represented this week at SAPPHIRE 06, an industry conference and trade show hosted by SAP, the Germany-based provider of enterprise resource planning, or ERP, software used to integrate back-office functions such as distribution, accounting, human resources

and manufacturing.

The two-day show, in the Orange County Convention Center, drew about 15,000 SAP staff, customers and prospects before winding down Thursday night.

SAP has more than 33,200 clients worldwide. In addition to Ron Jon, local customers include Walt Disney World and Orange County Public Schools.

"People perceive us as a

PLEASE SEE **SAP, C2**

Ron Jon: Software will help manage inventory

SAP FROM C1

big-business software provider," said Dan Kraus, vice president of SAP Business One, a software product for small to medium-sized business customers — those with annual revenue of as much as \$100 million. "But we're more than that. Everyday, you live life around a product we are involved with, from toilets to caskets."

In addition to Business One, SAP offers an enterprise-class product, mySAP Business Suite, designed for corporations with revenues ranging well into the billions of dollars.

At this week's conference, businesses received briefings on new features offered by SAP and also networked with prospective clients.

Representatives from Ron Jon,

including Moriarty and Chief Financial Officer Tom O'Keefe, discussed the process of adopting a new computerized-management program for their business.

Ron Jon, which employs 300 to 400 and is adding three new shops next year to its current total of six, will rely on the SAP software to help manage its growth, O'Keefe said.

"We have the sophistication of a large retailer, but the budget of a small company," he said.

Using the new SAP software, the store will be able to better manage inventory with an order process that can range from a few days to several months.

"We'll be able to streamline the process, monitor orders and sales, and judge if we are selling at a budgeted level," O'Keefe said.

Orange County Public Schools,

with almost 25,000 employees and an annual operating budget topping \$1.2 billion, also uses SAP software to manage its business.

OCPS recently updated its SAP software version to increase efficiency in areas like budgeting, purchasing and hiring, said Nick Gledich, chief operating officer.

"In the past, a job applicant used a non-SAP software to fill out their name, address and other information," he said. "Now, it goes straight into the SAP program and doesn't have to be re-entered if they are hired. There's less opportunity for misspelling a name or mis-entering a Social Security number, and their information is there for payroll and schedule."

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