

## Ball Horticultural Company: Using SAP® ERP to Provide the Best Customer Service in the Industry

Ball Horticultural Company chose SAP® software as its foundation to offer superior customer service and to **achieve operational efficiencies**. Ball has seen a significant growth in e-commerce sales and customer satisfaction. It has realized efficiencies in inventory management and is looking forward to building customer-facing applications using its SAP foundation.



# Executive overview

## Company

Ball Horticultural Company

## Headquarters

West Chicago, Illinois

## Industry

Wholesale distribution – horticultural breeding, production, and distribution

## Products and Services

Breeding, production, and distribution of horticultural products to professional growers, landscapers, wholesalers, and retailers

## Web Site

[www.ballhort.com](http://www.ballhort.com)

## BUSINESS TRANSFORMATION

### The company's top objectives:

- Be the easiest and most enjoyable firm to do business with
- Provide value through innovative products and services
- Lead with the industry's best customer-facing technologies

### The resolution:

- Deployed the SAP® ERP application to manage production and present live, up-to-the-minute inventories on the Web
- Has the foundation with SAP ERP for building customer-facing applications in the future

### The key benefits:

- Improved customer satisfaction and sales growth
- Simplified order management for Ball employees and customers
- Efficiencies in inventory
- Improved ability to interact electronically with suppliers and customers, resulting in timely and accurate information and reduced manual efforts across the supply chain

## TOP BENEFITS ACHIEVED

# 100%

Increase in e-commerce sales over 4 years

# 90%

Reduction in cycle time for delivering quotes

# 50%

Improvement in pricing accuracy

“Ball's Web site is built on sound systems and business processes, so customers can depend on us for accurate information and to be easy to do business with. SAP provides the foundation for this.”

Mark Morris, Director, Information Technology, CIO, Ball Horticultural Company

Click [here](#) or scan the QR code to watch the customer video ▶

