



Picture Credit | EMI Yoshi Inc., North Brunswick, New Jersey, USA. Used with permission.

EMI Yoshi: Serving Up Greater Performance with Enterprise Software from SAP



Partner



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Company

EMI Yoshi Inc.

Industry

Wholesale distribution

Products and Services

Premium plastic tableware

Web Sitewww.emiyoshi.com**SAP® Solutions**

An SAP® Business All-in-One solution; SAP BusinessObjects™ Edge Business Intelligence software; and SAP Incentive Administration application by Vistex; SAP Customer Relationship Management and Sybase® Mobile Sales for SAP CRM applications

PartnerYASH Technologies (www.yash.com)

EMI Yoshi Inc. is a trusted supplier of premium disposable tableware for the foodservice and retail industries. Well known for its innovative products and outstanding service, the company has realized remarkable success. To help continue this trend and build a solid foundation to enable long-term growth, EMI Yoshi chose various software solutions from SAP. Says Hillel Zafir, chief technology officer, “It was clear to us that **all roads for growing a company lead to SAP.**”

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Setting standards for creativity, quality, and service

EMI Yoshi is dedicated to assisting foodservice operators and retail customers who want to entertain elegantly, effortlessly, and economically. The company manufactures single-use, high-end tableware. Its products have the upscale look of fine china, cut crystal, and premium flatware, yet they are disposable and recyclable.

Based in North Brunswick, New Jersey, the company was formed when EMI Plastic and Yoshi Inc. merged. "We had complementary products," says Zafir. "We would meet at sales calls to offer a full product line. The owners of both companies are very entrepreneurial and like-minded in commitment to quality and service, so it made sense to merge."



\$25 million

Annual revenue

The company generates more than US\$25 million in revenue and constantly strives to capture more market share by differentiating its products and services. Products are manufactured in China, with distribution worldwide from warehouses in China, New Jersey, California, and Canada. EMI Yoshi accomplishes all of this with a lean staff of 100 employees worldwide.



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Supporting a long-term vision for growth

EMI Yoshi is committed to serving each customer with an unparalleled product assortment, attractive pricing, unmatched delivery times, and outstanding service. To uphold this commitment, the company needed software that could accommodate increasing complexity. Manufacturing had expanded to China, and the customer base and distribution network were on the rise. Simple accounting software would no longer suffice. "Our go-to-market strategy had changed," Zafir explains. "We needed an all-encompassing software solution to help us take our business to the next level."

To identify and outline its requirements, EMI Yoshi created a 45-page request for quotation that detailed the scope of the needed solution. Top priorities included functionality for warehouse management, customer relationship management, financials, and enterprise mobility. "The day we decided we needed warehouse management and mobile sales, we knew we needed enterprise mobility," Zafir says. Beyond handheld scanners in the warehouse, EMI Yoshi's long-term plan is to enable mobile access to back-end data and processes using the Sybase® Mobile Sales for SAP CRM application.

"When business grows beyond a certain level, you have to be able to manage it seamlessly and efficiently. To get to that point, your technology has to help you get there."

Hillel Zafir, Chief Technology Officer, EMI Yoshi Inc.



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Choosing the best path forward

As EMI Yoshi delved into its requirements, executives realized that not just any software would do. The solution would need to touch every aspect of the business, from supply chain to inventory management and financials. A custom solution was not an option; that would be far too complicated and costly to develop and maintain.

The company considered a number of vendors, including other well-known names in enterprise software. But none met all of the requirements. Then by sheer serendipity, an EMI Yoshi executive was seated next to an SAP employee on a flight. They started talking about SAP® software. “Once SAP software was in the mix, the choice was obvious. SAP takes care of everything,” Zafir says. “It would help us handle tasks from the simplest to the most complex.”

EMI Yoshi selected an SAP Business All-in-One solution. Designed for midsize or fast-growing small companies, it provides in-depth functionality for running the entire business efficiently with support for best practices. After its core software was in place, EMI Yoshi rolled out the SAP Incentive Administration application by Vistex. Plans are to roll out the SAP Customer Relationship Management (SAP CRM) application, SAP BusinessObjects™ Edge Business Intelligence (BI) software, Sybase Mobile Sales for SAP CRM, and mobile BI applications. “We were excited to be partnering with one of the most innovative companies to bring technology to the enterprise,” Zafir adds.

“If you’re going to compete with a large voice, you have to level the playing field, even if you run a small business. SAP offered the better value and surpassed all the others in terms of features and long-term fit.”

Hillel Zafir, Chief Technology Officer, EMI Yoshi Inc.



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Putting the right resources in place

While SAP Business All-in-One solutions are designed for a quick deployment with minimal business disruption, the choice of implementation partner greatly impacts the outcome. That's what EMI Yoshi found with YASH Technologies.

"You want to pick the right software and the right partner so you implement only once," Zafir says. "YASH Technologies made our SAP Business All-in-One implementation a success. They came in, dug into the details, and understood right away what needed to be done."

EMI Yoshi ran the new software in parallel to its existing solution for one month to assist in training staff on new business processes. "Before, all of the tasks to complete a job were in someone's head. Now everything is defined in the software," Zafir explains. EMI Yoshi also implemented SAP Incentive Administration to help it track and manage its incentive agreements and programs.

"The perception is that SAP software is too complicated for small businesses. That's not true. We were amazed by the simplicity to the day-to-day users of the processes once we started to work with the software."

Hillel Zafir, Chief Technology Officer, EMI Yoshi Inc.



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Operating in a more connected way

Since implementing SAP software, the changes in EMI Yoshi's operating practices have been dramatic. With role-based navigation and an intuitive interface, the software provides easy access to the key business content that employees need to execute tasks and transactions quickly and efficiently. The entire company is able to share information across the enterprise and operate in a more connected way.

Perhaps the most profound changes have been in warehouse operations. "Before, all of our processes were paper based," Zafir says. "If a customer made a change to an order, for example, it often happened in the warehouse and didn't always flow back to accounting. Now we have full visibility of these types of changes."

In the past, locations for items in the warehouses were loosely accounted for on paper. If the item couldn't be located, it didn't exist. Now with an SAP Business All-in-One solution, inventory count and location are tracked in the software so nothing gets lost or sent out by mistake. "Our order pickers and packers were the product experts," Zafir says. "Now handheld scanners help ensure we're pulling the right items."

The solution supports EMI Yoshi's financial processes and provides a management accounting tool for monitoring and controlling performance. And with the integration of SAP Incentive Administration, EMI Yoshi can tightly control profitability. "SAP Incentive Administration eliminated third-party integration for one of the most important parts of the business," Zafir adds. "A single sale can have six or seven different types of incentive payouts. We know our true profitability since the software shows the entire order flow and who got paid."



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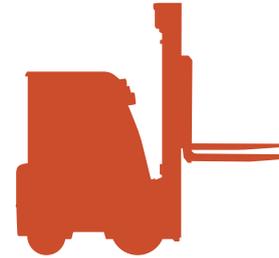
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Running at peak efficiency

With tighter control of operations, EMI Yoshi has reduced operating costs. It used to keep six months of inventory in stock. "Now we know exactly what we have and where it's located, so we require less inventory. This frees up significant capital," Zafir says. And the company reduced the number of pickers and packers from eight full-time order pickers to two pickers and two packers, with the rest of the crew involved in daily inventory cycle counting. During peak seasons, temporary workers, armed with handheld scanners, fill the void.

Warehouse audits are now a breeze. "Before, it used to take warehouse staff a day to prepare and an auditor four to five hours to perform the audit," Zafir says. "Now we can run a report and provide an accurate count in minutes."

With better insight into which items are in highest demand, warehouse managers relocated the



80%

Reduction in order processing time

fastest-moving items closest to the warehouse door. This change, combined with better inventory management, has resulted in an 80% reduction in order-processing times. "We can process 10 orders in the time it took to process 2," Zafir explains. "Since our pickers know the exact location of every item, we've reduced overtime from two to three hours every day to none."

"Order accuracy has improved significantly, and we can service customers better," Zafir says. "With a clearer picture of what's in inventory, we won't promise something we can't deliver and can suggest replacement items if needed."



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Going mobile and gaining insight

Looking ahead, EMI Yoshi will complete the implementation of SAP CRM, SAP BusinessObjects Edge BI, and Sybase Mobile Sales for SAP CRM. Sales reps will use tablet devices to access back-end SAP CRM data. "If sales printed a report two days ago, they would be in the dark about last-minute orders or changes," Zafir explains. "With data available on device, they are better informed in serving our customers." The company plans to use Sybase Unwired Platform to enable the secure exchange of data, and the SAP Afaria® mobile device management solution to secure and remotely manage mobile devices.

EMI Yoshi also sees more SAP software in its future, which will help inform strategic decisions. "Business happens at the speed of now," Zafir adds. "By accessing information as it happens, we can take our business to a whole new level."

