



## PREH KEYTEC

### FREEDOM TO GROW WITH SAP® Business ByDesign™

#### QUICK FACTS

##### Company

- Name: Preh KeyTec GmbH
- Location: Bad Neustadt a. d. Saale, Germany
- Industry: High tech
- Products and services: Keyboards, keypads, touch screens, and data entry systems
- Revenue: €17 million
- Employees: 70
- Web site: [www.preh-keytec.com](http://www.preh-keytec.com)

##### Challenges and Needs

- Increased customer requests for customized “configure-to-order” point-of-sale (POS) and point-of-service products
- Independence from parent company’s IT system and enterprise resource planning software
- Accelerated time to market and increasing reliable manufacturing-to-sales processes because product shortages can quickly cause loss-of-market share
- Tracking of approximately 15,000 raw materials by supply chain processes

##### Why SAP® Business ByDesign™

- Gives Preh KeyTec freedom from parent company’s IT system without requiring costly IT installation
- Lowers IT investment through on-demand hosting model
- Attracts new investors due to SAP’s reputation for performance and reliability
- Integrates business processes to accelerate time to market and simplifies new-product introductions
- Facilitates new-product innovation and custom product design for existing customers, particularly important for products in POS systems

“When we began business as an independent company in 2004, we were excited by the growth opportunities in keyboards, keypads, touch screens, and other products. But only now, with SAP Business ByDesign taking over for our parent IT system, are we free to make the most of those opportunities and to attract the investors to help fund further growth.”

**Rolf H. Ilsemann**, Managing Director, Preh KeyTec GmbH

#### The Challenge

From keypads to touch screens, PDAs to point-of-sale systems, today’s market for innovative data entry components and systems is booming. Preh GmbH foresaw these opportunities in 2004 when it spun off a new company, Preh KeyTec GmbH, to focus exclusively on the market for innovative data entry products. Today, Preh KeyTec supplies some of Germany’s largest companies and has expanded successfully to France and the United States. But reliance on the parent company’s enterprise resource planning (ERP) software inhibited its ability to innovate and deliver new products – a critical necessity for growing market share in the fast-changing world of data entry systems. Also, it was difficult to track the company’s complete supply-to-sales processes, so it risked losing customers to faster-moving competitors if it couldn’t keep up a reliable flow of configure-to-order products and innovations.

#### The Solution – SAP® Business ByDesign™

The SAP® Business ByDesign™ solution will liberate Preh KeyTec from its parent’s ERP software and will quickly establish a complete integrated IT platform for the company – all in a minimum of time and at minimum cost. By enabling an adaptive supply chain and bringing visibility to the full range of supply-to-sales and business-operation processes, SAP Business ByDesign will help Preh KeyTec decrease costs while helping increase customer satisfaction. The company will be free to do what it does best – innovate new products and deliver customized products – both quickly and reliably. Preh KeyTec will have a new competitive advantage against companies that might try to sell product substitutes to its customers. Ultimately, the on-demand hosted deployment of SAP Business ByDesign will give the company the ability to perform at high speed – just the thing to win in the fast-moving high-tech industry.



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