

SAP Customer Success Story



Anthro Corporation uses mySAP™ Business Suite to deliver 12,000 SKUs of furniture that is 70% make-to-order to 50,000 customers – within 72 hours. The company also uses the system to evaluate costs, margins, and product positioning, enabling more profitable operations. As a small business, Anthro purchased mySAP Business Suite through SAP business partner Bramasol Inc. and implemented it in only six months.



ANTHRO CORPORATION

ANTHRO IMPLEMENTS mySAP™ BUSINESS SUITE IN SIX MONTHS AND NOW PROMISES 72-HOUR DELIVERY OF CUSTOMIZED FURNITURE

When's the last time you ordered customized, make-to-order furniture and received it within three days? If you don't recall (most likely, it never happened), you haven't been doing business with Anthro Corporation, a Tualatin, Oregon-based manufacturer that sells computer furniture to the business, engineering, medical, government, education, and home markets.

"In the furniture industry, eight-week lead times are pretty routine," says David Jones, chief information officer at Anthro. "Our calling card in this business is our ability to quickly turn around product for our customers and then follow up after delivery with the highest level of customer service. We offer 12,000 SKUs [stockkeeping units] to 50,000 customers in a 70% make-to-order environment and deliver within 72 hours. As an order is placed in the system, we're basically guaranteeing that it's going to ship within a three-day window."

Anthro implemented the mySAP™ Business Suite family of solutions – which includes SAP® R/3® software, the suite's ERP backbone – to get that business edge. The rollout only took six months, giving the company the capabilities it needed right away, as well as down the road.

“We were looking for a solution that could help us now and also be part of our business for a long time to come,” Jones says. “We wanted to put in a framework to grow our company using best business processes and practices.

TAILORED SUPPORT, RAPID ROLLOUT

Anthro purchased mySAP Business Suite from SAP business partner Bramasol Inc. An SAP reseller for Arizona, California, Nevada, and Washington, Bramasol sells and helps implement SAP solutions for small and midsize businesses (SMBs).

“The SAP reseller program linked us with an implementation partner that could really tailor its support to the needs of an organization our size,” Jones says. “This has proven to be a very good fit for us. It gives us more personalized service through regional, easily accessible representatives.

Anthro tightly defined the scope of the initial rollout to get moving fast.

“Bramasol project team members had experience with scaling the solution and understanding which core functionality we needed to put in place,” Jones says. “They helped us blueprint our existing processes and match them with the core functional sets of the application. This ensured that we only did what we needed to do, so we could get up and running quickly.”

STREAMLINED PROCESSES, ENHANCED VISIBILITY

Today at Anthro, order/delivery processes run a lot more smoothly with SAP. Customer orders to the company’s call center trigger materials requirements planning (MRP) runs and purchase requisitions to some 400 vendors. Orders are transmitted to the shop floor multiple times a day, with continuous scheduling and execution across two shifts. Orders are picked, labeled, packed, and shipped, and invoices are generated.

As these processes occur, Anthro gains clear visibility into its business.

“We analyze gross margins to evaluate product line positioning and viability,” Jones says. “We also do a lot of post-sales analysis, which has helped us refine our business practices.”

That visibility extends to a total view of costs throughout the product development cycle.

“With the SAP solution, we can build a product from the prototyping phase through final product rollout with a comprehensive view into upcoming margins,” Jones says.

Enhanced visibility has a customer service benefit as well.

“SAP integration enables our customer service personnel to view what is pending for a sales order so they can provide real-time updates to customers that call in,” Jones says. “I think that’s really the power of the system for us – having a good, clean link at the line item level within the sales order, between everything that has to happen or has already happened.”

“With the SAP solution, we can build a product from the prototyping phase through final product rollout with a comprehensive view into upcoming margins. This allows us to make better decisions up front and has proven to be a much more profitable process than the one we had in place before. None of this would be possible without the tools that SAP has provided us.”

David Jones, Chief Information Officer at Anthro

REDUCING TOTAL COST OF OWNERSHIP

Anthro next plans to upgrade to SAP R/3 Enterprise.

“SAP R/3 Enterprise will reduce our overall cost of ownership,” Jones says. “It will provide us with the ability to reduce the upgrade effort, which for a company our size can have a substantial impact on day-to-day operations. The modularization of R/3 Enterprise components will enable us to stay current with functional aspects as needed, picking and choosing which elements we want to upgrade.”

The company also plans to implement mySAP Customer Relationship Management (mySAP CRM) and SAP Web Application Server (SAP Web AS). The latter, an SAP NetWeaver™ product, will further enhance e-business communications with customers.

“SAP Web AS will allow us to leverage SAP information that is not readily available off our current e-commerce site, like product availability, customer-specific pricing, and fulfillment data,” Jones says. “We will be able to give our customers, directly through our e-commerce site, the same level of information that we give in person.”

EMPOWERING USERS TO SERVE CUSTOMERS

As it moves forward with these enhancements, Anthro is proving that it made the right decision in selecting mySAP Business Suite.

“We have successfully laid the foundation and framework for sustained, long-term growth for the business,” Jones says. “In addition, we’ve empowered all of our users with information to make better decisions for our customers. For us, that’s what it’s really all about. If we can do what’s right for our customers, we’re going to be successful long-term.”

Anthro is pleased with the direction that SAP is taking for SMB customers.

“SAP has continued to develop along a path to better represent the small and midsize market,” Jones says. “It has demonstrated this through the development of SAP R/3 Enterprise, which allows organizations to lower the continued cost of ownership; and through SAPHIRE, where SAP has clearly made an effort to focus on businesses like ours with tailored tracks and educational offerings.”

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David Jones, Chief Information Officer at Anthro

SAP’s midmarket knowledge comes from close communication with customers.

“SAP not only leads the way with solutions for small and midsize companies – it works collaboratively with them to ensure that its development work and resultant solutions reflect their actual needs,” Jones says.

“SAP keeps us in the loop and gives us a voice. That really helps us solidify the fact that we made the right choice when we made the buying decision.”

AT A GLANCE

Software:	mySAP Business Suite
Hardware:	Dell servers
Operating System:	Microsoft Windows 2000
Database:	Microsoft's SQL Server
Users:	65