

SAP Customer Success Story

“... we now have an infrastructure in place that can handle anything we throw at it. The SAP e-business solution is one you can grow into, not out of.”

Chris Meiser, Executive Vice President of Operations, Tallard Technologies



AT A GLANCE

Company Name

Tallard Technologies, United States
www.tallard.com

Industry

High technology (solutions provider)

Key Challenge

Implement solution to enable buying and selling of products and services over the Internet

Implementation Partner

IDS Scheer Small and Midsize Enterprises (IDS Scheer SME)

Solution and Services

mySAP.com® (functionality now found in mySAP™ Business Suite)

Implementation Highlight

Implemented solution rapidly (7 months) – without burdening company's limited resources

Key Benefits

- Gained ability to manage operations more effectively
- Gave customers access to real-time inventory and pricing information
- Cut order-processing time in half
- Provided stable, future-oriented infrastructure for e-business

Hardware

Hewlett-Packard NetServers

Operating System

Microsoft Windows NT

TALLARD TECHNOLOGIES

TALLARD MOVES QUICKLY, IMPLEMENTS THE SAP® E-BUSINESS FAMILY OF SOLUTIONS IN SEVEN MONTHS FOR OPERATIONAL EFFECTIVENESS

Tallard Technologies is a value-added distributor of computer and telecommunications products and services to Latin America and the Caribbean. The company needed an enterprise solution that would help it manage its operations more effectively, offer improved access to information, and provide an infrastructure for e-business.

“We wanted a solution with a Web front end directly linked to our back office so we could buy and sell products and services over the Internet,” says Chris Meiser, executive vice president of operations at Tallard. “This will let us provide our end customers with real-time inventory and pricing information and enable them to input orders directly into our system.”

Tallard selected the mySAP.com® platform – functionality that is now available in mySAP™ Business Suite – and worked with SAP business partner IDS Scheer Small and Midsize Enterprises (IDS Scheer SME) to implement the solution in seven months.

“We were very pleased with the SAP focus on small and midsize businesses [SMBs],” Meiser says. “SAP and IDS Scheer demonstrated to us that they had an infrastructure in place for Tallard to quickly and easily implement this solution. We are a streamlined organization. This allowed us to implement a solution without burdening our limited resources.”



RAPID TIME TO BENEFIT

Tallard quickly got the results it was looking for.

“We have cut the time it takes to process an order in half,” Meiser says. “The SAP solution provides us with a tenfold increase in useful information like inventory position, customer shipping and packing preferences, and product location in the warehouse. This enables us to process orders much faster.”

In addition to that operational gain, SAP® software is providing Tallard with the information it needs to understand, analyze, and further improve its business.

“Once an order is processed, we have immediate access to daily sales history and margins for products,” Meiser says. “We can look at our sales by territory and by region to determine trends. The SAP solution enables us to capture much more information at the time of order.”

TARGETED SOLUTION FOR SMB MARKETPLACE

Tallard Technologies is headquartered in Miami, Florida, with subsidiary offices and affiliated companies in Mexico City, Mexico; Caracas, Venezuela; and Santiago, Chile. The Tallard family of companies employs 50 people in Miami and 600 all told across its affiliated organizations.

Tallard appreciated the fact that SAP had built a sales channel directly targeted at its type of business.

“The SAP provider channel is geared toward servicing the SMB customer,” Meiser says. “IDS Scheer’s consultants have worked in businesses like ours to transition them to the SAP e-business solution. They understand our pain and the situation we are in, and are committed to providing a solution that will be up and running on day one. With the other vendors, we felt that we were not very high on their radar screen.”

Tallard runs its SAP system on HP NetServers, using Windows NT, and the Microsoft SQL Server database. The company uses the software to manage its entire order-to-cash cycle. Customer orders are entered into the system, checked for credit, transmitted to the warehouse for shipping, and tracked through delivery. Tallard uses the system to evaluate demand, plan inventory, and create purchase orders. The solution provides daily sales reporting and handles all receivables, payables, and financial reports. Tallard also manages all fixed assets and inventory counts in SAP.

“We feel, from a transactional and information perspective, that we now have an infrastructure in place that can handle anything we throw at it,” Meiser says. “The SAP e-business solution is one you can grow into, not out of.”

MOVING TO mySAP CUSTOMER RELATIONSHIP MANAGEMENT

Tallard is doing that already. The company plans to implement the SAP role-based enterprise portal and mySAP Customer Relationship Management (mySAP CRM) with its customer interaction center features to capture even more customer information.

“These solutions will enable us to collect information every time we speak to a customer,” Meiser says. “We can track and analyze this information to observe trends and better serve our customers. On the supplier side, our vendors require forecasts and other reports. If we can get this information directly from our customers, it will be much more accurate information.”

Tallard will also be able to provide more information to its customers.

“The more information I can deliver to my customer, the faster and more efficiently I can deliver it, giving them more reason to choose us as their primary supplier of products and services,” Meiser says.