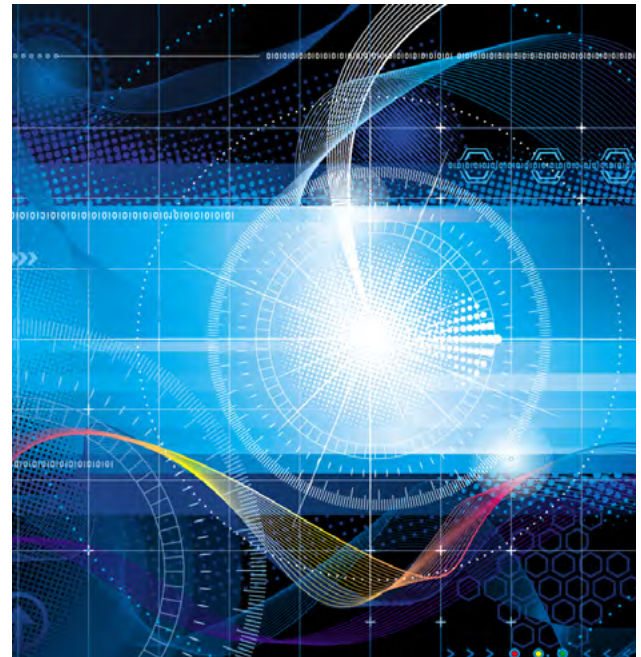


Abitek: 20% increase in forecasting accuracy with SAP Business One on HANA

“Abitek” is specialized in the promotion of innovative technologies and corporate IT solutions. The company operates in four markets – Russia, Ukraine, Kazakhstan, and Georgia. While entering the new CIS markets, business volume started to increase. The growing number of employees and their territorial dispersion led to the decrease in decision-making speed and flexibility in partner collaboration, which used to be one of the main competitive advantages of “Abitek”.

The company decided to improve the situation by reorganizing business processes and uniting them in a single information environment. SAP Business One powered by HANA provided efficient collaboration between sales, procurement, and accounting departments as well as between company’s divisions in CIS. Not only the speed of decision-making processes increased but also the forecasting accuracy. Business management across different regions became more convenient and simple.



From chaos in business processes to a single information environment

Company

“Abitek” LLC

Location

Russia, Ukraine, Kazakhstan, and Georgia

Industry

Telecommunications

Products and Services

WiFi-solutions, unified communications and information security systems

Employees

30

Revenue

\$5,5 mln

Partner

RSM Georgia solutions

Objectives

- Sales management.
- Ability to predict future deals and financial flows.
- Improvement of warehouse management, the collaboration between divisions, offices, suppliers, and customers.
- Attraction of new customers, increase in sales volume.
- Operating in new markets at the competitive level.

“We are not planning to stop at what has been accomplished. A number of users working in the system soon will extend from 8 up to 30. For the next step, we are planning the implementation of a financial module of SAP Business One to create a distributed structure, with accounting in every office,” said Giorgi Gogoladze, Director of “Abitek” Georgian office





Why SAP

“Abitek” chose SAP Business One solution due to its simple interface, minimalistic design and reputation of the best informational system in the market.

Resolution

SAP Business One powered by HANA to unite all divisions and offices of “Abitek” in a single information environment, control and correct key business processes, build analytic tools, plan collaboration with customers and suppliers, and to provide multi-currency management.

Benefits

- Creating a holistic picture of warehouse stocks across all the company’s divisions.
- Ability to create invoices right in the system.
- Accurate and efficient response to market challenges of the accounting department due to financial analytics.
- Marketing department has now all information about sales and customer interactions, which helps efficiently respond to occurring requests and in demand planning.
- Simplified interaction between not only sales, procurement, and accounting departments but also company’s offices in different countries.
- Flexibility increase in collaboration with partners.

35%
time saved
for tracking down data

20%
increase in forecasting
accuracy

15%
efficiency increase
in decision-making
processes

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