

Reference report

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 www.fun-sport-vision.de

About SIGMA

The SIGMA Chemnitz GmbH parent company is an experienced system house with over 80 employees at the Chemnitz and Dresden sites and has been offering a wide range of professional services in the fields of information technology, management and organization since 1990. The group of companies has had ERP experience since 1993.

SIGMA Software und Consulting GmbH has been maintaining an intensive partnership with SAP in the field of medium-sized business solutions since 2007.

All our consultants, developers and sales staff are certified by SAP and continuously undergo extensive training. We love SAP Business One!

About EASTSIDE

Industry:

Trade for sports, outdoor, camping and leisure

Solution:

SAP Business One on PRIMERGY server from Fujitsu

Requirement / Benefit:

- Automatic synchronization between eCommerce applications and the ERP system
- Better possibility to enter and change item data and prices
- Current overview of stock levels for both stationary trade and online business

The company

In 1990, the company was founded in Chemnitz by former GDR national football player and CFC legend Joachim Müller. Since then, the brand shop for sporting goods, outdoor and camping equipment has become a permanent fixture in Chemnitz. Today, the assortment includes everything the heart of active leisure sports enthusiasts desires and ranges from current brand collections of sports articles and clothing for many summer and winter sports to accessories and footwear. After the merger with the Fun-Sport-Vision company, the first online activities were launched in 2007 in addition to the retail shops in Chemnitz. Today, these represent important sales channels for the company. Since 2004, the company Eastside Fun-Sport-Vision has been managed in the second generation by Thomas Müller and can now be found at two locations in Chemnitz and on the Internet at www.fun-sport-vision.com.

In addition to retail, the company also introduces interested young people to football and winter sports and offers a wide range of leisure activities, for example with the Eastside football camp or snowboard camps.

The challenge

The challenge was that of any growing online business. Initially, all item data was still managed via the shop system, which became more and more time-consuming with a constantly growing assortment and prices that had to be constantly updated and could no longer be managed in a timely manner. Moreover, due to the simultaneous operation of the shop and the online trade, the necessary transparency about the current stock levels was no longer sufficiently given. Thus, with constant growth, the step to a modern ERP solution had become imperative.

Decision for SAP Business One

The decision was made in favour of SAP Business One, SAP's software for small and medium-sized businesses, as it offered a wide range of functions and was best suited to the requirements of article and warehouse management. The necessary overview of stock levels and online sales were the most important criteria in the decision.

„The overview of our stock and online sales as well as the possibility of automated connection to eCommerce solutions were the most important arguments for SAP Business One for us,“ says Thomas Müller, son of Jachim Müller and current owner of Eastside / Fun-Sport-Vision.

In addition to the ERP solution, the necessary IT infrastructure (servers) was also supplied and set up by SIGMA Software und Consulting GmbH.

Most important advantages for the customer

In addition to the wide range of functions of SAP Business One, the points that make the customer's daily work easier played a major role in the decision:

- Connection to eCommerce systems - The data on articles, prices, product descriptions, variants, etc. is administered in SAP Business One and then synchronised both with the company's own shop system and with third-party applications such as eBay and Yatego. This means that the item master only has to be maintained once. Sales are also automatically returned to SAP Business One so that a quick overview of sales and current stock levels is possible.
- Variant management - In addition to master item data, variants (such as different sizes and colours) can now be maintained directly in SAP Business One.
- Fast price entry - In addition to the standard scope, a fast price entry has been implemented, which enables fast and thus prompt price changes in the form of a matrix, even for larger article quantities.
- Connection to electronic POS system - With a connected POS system, purchases in the shop can be processed and booked directly in SAP Business One.
- Shop inventory management - Item sales in the shop are reconciled via data exchange with SAP Business One, providing a comprehensive overview of inventory across all locations.

The conclusion

Thomas Müller summarizes the benefits as follows: *„Since we started using the new system, I have the necessary overview of my stocks. And, above all, we are also much faster when stocking the store and eBay, etc. So the deployment has been completely worthwhile for us.“*

This is what our customer says...

„The overview of our stock levels and online sales, as well as the possibility of automated connection to eCommerce solutions, was the most important argument for SAP Business One for us.“

Thomas Müller, owner of EASTSIDE & fun-sport-vision