

SERANO

WITH SAP ERP, SERANO HAS THE RIGHT FOUNDATION TO BUILD THE FUTURE

“The main advantage of SAP ERP versus our legacy solution is integration of all business processes into one. With SAP we are now able to represent end-to-end our supply chain, starting from pre-sales ordering, sales handling, production planning and production execution, warehouse management and purchasing. Due to the inherent integration of SAP ERP, the users of SAP are not simple data entry personnel, but rather owners of business processes. All processes are seamlessly linked with financials which makes the life of our accounting department easier.”

Mary Neophytou,
Director of Administration,
E. Neophytou
Trading Co LTD



AT A GLANCE

Company

Name: E. Neophytou Trading Co Ltd
Industry: Import, processing and trade of dried fruit, nuts and their by-products
Web-site: www.serano.com.cy

Implementation Partner

Advanced Management Solutions (AMS) Ltd

Solutions

SAP® Business All-in-One (SAP® ERP)

Implementation Highlights

- Project implementation within 2½ months
- Project team secured early adopters during year prior to implementation kickoff
- Smooth transition from legacy system
- On-budget implementation

Key Benefits

- Improved customer care by optimized utilization of resources, inventory management and same-day order delivery
- Improved procedures and staff productivity to respond to the increasing number of customers
- Well-structured and up-to-date customer related strategic historical information
- Punctual billing and invoicing processes
- Improved administration processes
- Superior software performance
- Efficient business processes
- Stable IT platform, enabling future evolutions

Why SAP

- Advanced functionality
- Strength of overall organization structures
- Open technology platform that assists alteration
- Experienced local implementation team.
- Low total cost of ownership (TCO)

- Huge functionality available with no extra licence cost for future implementations

Challenges & Opportunities

- Decrease operating costs per annum
- Optimize resources utility and inventory investments
- Improve inventory management and reduce costs
- Improve internal procedures

The Company

Serano is a brand developed and owned by E. Neophytou Trading Co LTD, a Cyprus based company established in 1974. Serano is currently engaged exclusively in the import, processing and trade of dried fruit, nuts and their by-products, and enjoys an overall market share of more than 50% in the Cyprus market.

As market leaders, the Company has a complete range of dried fruits and nuts, and a well structured sales distribution network, which covers and services the increasing demands and needs of customers all over Cyprus.

Serano supply companies engaged in the selling of nuts or dried fruits in consumer packages or in bulk and companies who use nuts as a raw material for further processing. Such customers include Chain supermarkets, groceries, kiosks, café, snacks, hotels, confectioneries, fruit markets, bakeries, cinemas, ships, coffee shops etc.

SAP® Business All-in-One helps companies to adjust quickly to changing market conditions and lay a strong foundation for growth.

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Designed for midsize companies, this comprehensive, flexible business management solution helps integrate and optimize processes across the entire company – at an affordable cost.

Summary

SAP inherent integration with all modules, offers unprecedented advantages in day-to-day operations, transforming users to business owners.

For example the processing of a sale handles the complete set of transactions necessary by Serano business such as:

- a. Credit control of account balance
- b. All necessary financial postings
- c. Management accounting profitability adjustments
- d. Inventory related consumption

Production is another area that was greatly enhanced by the use of SAP. Weekly plans are no longer produced by isolated Excel worksheets, as now with SAP we were able to produce the same planning procedures and the same weekly planning results with the touch of a button. Serano production planning process was designed and continuously optimised by the Company for a number of years and the Company wanted to have the same functionality in SAP. SAP was able to adopt the same planning process the Company had with Excel and that made the acceptance by the Company production team easier as no training was in fact necessary.

In the contrary as all planning related data such as historical sales, production capacities, available stock and multi-level Bill of Materials are readily available in SAP, Serano team now can produce more accurate production plans in considerably less time.

Production execution integration also brought to the Company significant benefits since the Company is now able to cost not only its own products but also is able to know the actual costs of every production order. This gave the Company a great decision making tool that help the management finding ways to reduce operation times and production costs simply by managing existing resources more efficiently.

The handling of inventory and Warehouse Management is another area that was significantly improved. Serano is now able to perform reservations, transfers, goods, issues and receipts and stock takes much more effectively by using wireless devices running SAP Mobile application online and realtime. The decision to use SAP on mobile devices versus other third-party applications was a key decision that brought to the Company the following advantages:

- a. No need for separate implementation teams
- b. No need for interfaces with third-party software providers
- c. Real time updating of stock and accounting
- d. Easier to support end users
- e. Easier to make amendments/ improvements in the future



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