



AURA

GAINING VISIBILITY AND CONTROL WITH SAP BUSINESS ONE

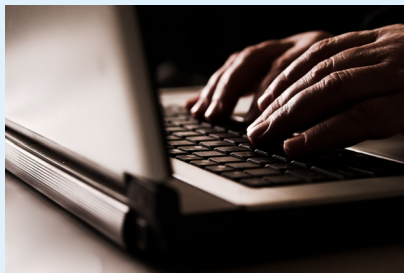
With 25 employees and a turnover of £7 million, Aura designs and manufactures lingerie for major high street retailers in the UK and USA.

Based in Richmond, London, where it designs and produces patterns for its products, the company makes to order through subcontracted manufacturers in Europe, the Far East and Sri Lanka.

Founded 21 years ago, Aura counts many well known lingerie brands in the UK and USA as its customers. To stay ahead in this very competitive industry, Aura not only has to be innovative and creative with its product development, but also lean and efficient with its manufacturing and delivery. Containing costs, operating highly efficiently and providing the highest standards are essential for success.

When new ranges are commissioned by a customer, initial design and sample production takes place at Aura's UK base in Richmond, London. The patterns and samples are sent to suppliers in Europe, the Far East and Sri Lanka, for production by its long-established network of offshore manufacturers.

In late 2005, after a period of rapid growth, it became apparent that Aura's systems were not delivering the level of control the company needed. "We were having difficulty analysing our business in areas such as the profitability of ranges and customers", says Ben DeSantis, IT Manager. "We engaged a business consultant to help us, but it was difficult and time consuming to provide him with the information he needed. Even when we did, we couldn't be absolutely sure about the accuracy of the data and, therefore, the final result."



DEFINING REQUIREMENTS

Before considering a new system, Ben looked at the systems the company already had to see if they could be manipulated to provide the information Aura required. But it soon became clear that they were incompatible and the only option was to use spreadsheets, which was time consuming and prone to human error.

Realising that a new system was the only answer, Ben started looking at what was available. "To be honest we weren't really sure what we wanted", he says frankly. "So I attended a number of IT Showcase events and, as we researched the market, it became clearer what we needed; an accounting package that was integrated with sales ordering, purchasing, stock analysis and reporting."

FLEXIBLE AND FUTURE-PROOF

With a clearer picture of what was required, Ben met with a number of companies. They included both ERP vendors and companies with specific applications for the apparel industry.

After a series of meetings the list was reduced to two potential solutions - SAP Business One and an apparel-specific solution. After a lot of consideration Aura chose SAP Business One.

"The apparel-specific solution was very good, but it didn't provide the overall value we were looking for", says Ben. "We decided the system was too retail oriented, functionally too narrow and didn't meet the requirements of other parts of the business. With SAP Business One, we were impressed with its flexibility. It was also future-proof, in the sense that if our business model changed, moving into direct sales for example, SAP Business One could accommodate it."

In addition, Aura was impressed with Nammis. "With a number

of the companies we saw, it was clear that there would be no continuity between the sales and implementation teams" explains Ben. "Nammis' approach was different. It was immediately apparent that the sales person, who we had built up a good relationship with, would also be integrally involved with the project. Also Nammis didn't adopt a 'hard sell' approach and clearly understood our needs and those of the business."

There was a further reason for choosing Nammis. Aura were introduced to a colour/style matrix extension to SAP Business One, which addressed the challenges of managing multiple product lines with colour and size variations. Targeted at the apparel industry, it made the process of entering, monitoring and reporting on the various sizes and styles of stock items much simpler.

FAST IMPLEMENTATION

The decision to implement SAP Business One from Nammis was taken in June 2006. The implementation started in the second week in August and the system went live in the second week of October.

The speed and success of the implementation was, in part, due to Aura and Nammis sharing the workload and working closely together.

Concentrating the implementation on the four key users of the system also helped, in that the process of planning and delivery could be kept focused but informal. The final ingredient was the strong implementation support and advice provided by Nammis and its assistance in making the right decisions during implementation.

One of these was deciding not to load all of Aura's historical data.

"Loading historical data would have obviously added extra time and effort to the implementation", says Ben. "I can understand that it might be essential for some businesses, but it was important to weigh the costs and benefits - especially when data accessibility was a key historic problem."

"In addition, there were a number of important, business-led decisions that had to be taken during the implementation", continues Ben. "Nammis was very good at helping us to understand the implications of these and evaluate how our decisions would impact the long-term flexibility of our solution."

STREAMLINING PROCESSES

In the period since Aura went live, the company has started to see the significant benefits a fully integrated solution can bring to the day to day operations of the business. "There has been a massive improvement in key areas of the business, including sales and purchasing", says Ben.

"We can now complete 'back to back' ordering and place orders directly on the relevant production facility, which we couldn't do before. In addition, delivery, invoicing and stock management are much simpler. Before SAP Business One all these activities would have involved a lot of manual work and re-keying of data. Now we can key once and copy the information to wherever we want to use it. It has significantly reduced the administrative burden and we can now focus on building the business with accurate and reliable information."

"Nammis' approach was different...they didn't adopt a 'hard sell' approach and clearly understood our needs and those of the business."

Ben DeSantis,
IT Manager, Aura Lingerie



“Implementing the system has been scarily simple. Nammis has very smart technical staff and its project management skills are very strong. They were really dedicated and worked hard to ensure the system was delivered on time and within budget.”

Osi Lilian
Chief Financial Officer, IMC

Why Nammis?

Specialty

We specialise in implementing SAP Business One, and have specific expertise within owner managed, consulting, Government & blue chip global organisations.

Knowledge

Nammis is a SAP Partner because of our wide industry knowledge, and SAP Business One, SAP R/3 and delivery track record.

Delivery

We deliver using our proven implementation approach which takes best practice, experience, and the specific needs of our clients into account.

Collaboration

We pride ourselves on having a collaborative way of working - a service where you, the customer, are at the heart of what we do.

We Provide

We help your business benefit from the integrated real-time technology that SAP Business One provides.

- > Delivery experience and wide industry knowledge.
- > A clear, process oriented implementation approach.
- > Competitive rates across multiple geographies.
- > A collaborative way of working.
- > A service where you, the customer, are at the heart of what we do.

Backed by significant business process knowledge and system implementation skills, we work with businesses to rapidly, and safely, implement SAP Business One.

Using our proven implementation methodology, we provide a safe implementation approach and provide responsive ongoing support to ensure low total cost of ownership.

We Work With You

We work in a collaborative way ensuring we meet your objectives and implement the solution best suiting your needs. We undertake assignments where we can add greatest value to our clients, and look to build long-term relationships through our service delivery and support organisation.

We pride ourselves on our integrity, openness and candid honesty with clients - recommendations will always be in your best interests. Our commitment to you is that our delivery timescales will be in line with, and appropriate to, the size and complexity of the work being delivered.



Contact Us

Please feel free to contact us with any queries you may have about this success story, SAP Business One, or the services provided by Nammis.

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