



ATLAS ELECTRONIC SYSTEMS DRIVING ORGANIZATIONAL VISIBILITY WITH INTEGRATED SOFTWARE

QUICK FACTS

Industry
Wholesale distribution

Revenue
CAD 15 million (US\$14.3 million)

Employees
30

Headquarters
Montreal

Web Site
www.aes-online.com

SAP® Solutions and Services
SAP® Business All-in-One for Wholesale
Distribution solution and SAP Business
All-in-One fast-start program

Implementation Partner
CONTAX Inc.

Key Challenges

- Replace an outgrown small-business solution
- Make financial reports reliable
- Replace low value inventory with highly sellable goods
- Increase visibility into buy/sell data
- Empower those with good track records to buy and sell more
- Eliminate manual commission management process

Implementation Best Practices

- Inclusion of all AES employees in project planning
- Involvement of brightest talent in project execution
- Extraordinary collaborative relationship with consultants from CONTAX Inc.
- Adherence to best-practice standards
- Clear communication among project participants

Financial and Strategic Benefits

- Support for unique corporate culture that is tightly integrated, highly collaborative, and inclusive
- Transparency of company data in support of flat entrepreneurial structure
- Visibility into all aspects of business at all levels for quick, effective decision making
- Sharing of industry, regional, and market segment information to support sales in fiercely competitive environment
- Increased risk-taking ability for employees
- Automated commission management process for sales force

Why SAP Was Selected

- Integrated, comprehensive functionality
- Strong global and Canadian presence
- Proven expertise and commitment of implementation partner
- Ready availability of talent and resources
- Proven record of long-term customer partnerships
- Use by many AES customers

Low Total Cost of Ownership

- Completed implementation in 6 months
- Scaled operations without adding cost
- Reduced training time by involving users in implementation
- Eliminated internal support requirements
- Lowered overall support costs to practically nothing
- Minimized integration requirements

Operational Benefits

- Robust technology platform to support growth
- Accounting and purchasing controls to put more buying and selling power in the hands of the top salespeople
- Ability to attract and retain high-quality employees with SAP expertise
- Ability to support global workforce using different languages
- Reliable financials and accurate reporting
- Ability to detect excessive purchasing by nonperforming employees

A fast-growing distributor of semiconductors and passive components, Atlas Electronic Systems Inc. (AES) has a democratic corporate culture and entrepreneurial flair. By implementing the SAP® Business All-in-One for Wholesale Distribution solution using the SAP Business All-in-One fast-start program, AES employees can buy and sell faster and smarter. With greater visibility into financial and inventory processes, AES is poised for future growth.

“Partnering with CONTAX and implementing SAP Business All-in-One has given us the robust and scalable technology platform we need to support our aggressive growth.”

Ismet Abazi, President, Atlas Electronic Systems Inc.

If you ask Ismet Abazi, president of Atlas Electronic Systems Inc. (AES), to name the most important factor in his company's success, he'll say it's the unique corporate culture of collaboration, integration, and inclusion. The independent distributor of semiconductors and passive components, headquartered in Montreal, has a flat organizational structure in which executives are salespeople as well as managers. To support the company's entrepreneurial spirit as well as its rapid growth, AES needed to integrate business processes and make operations transparent. To achieve this, AES implemented the SAP® Business All-in-One solution, receiving invaluable implementation help from CONTAX Inc. and the SAP Business All-in-One fast-start program.

Growing Pains

Since its launch in 2002, AES has enjoyed robust growth in the fiercely competitive industry of buying and selling electronic parts. It quickly outgrew its QuickBooks accounting software and manual processes for sharing data, purchasing and managing inventory, and billing customers. A lack of integration between QuickBooks and the in-house solution added to the problem.

“Our financials were unreliable, and reporting was impossible. We needed to integrate and automate our processes for greater efficiency, and we needed to make financial information visible to everyone for better decision making.”

says Abazi. After evaluating several solutions, AES decided on SAP software.

AES chose SAP Business All-in-One for scalability to accommodate growth, and for its robust and fully integrated accounting and inventory management functionality. With a small but highly diverse workforce doing business in 17 languages, the company particularly valued the software's support for multiple languages. Also important were SAP's strong presence and reputation in Canadian and world markets, the use of SAP software by many AES customers, SAP's proven record of long-term customer partnerships, and the ready availability of resources with SAP expertise. The diverse labor force that AES tapped was almost always versed in SAP software.

Quick Implementation with the Right Partner

CONTAX Inc. provided implementation support, gaining a thorough understanding of the business by talking with all AES employees. This inclusive process eliminated resistance and ensured a collaborative approach and cooperative attitude. Using the SAP Business All-in-One fast-start program, the implementation took only six months. AES reduced total cost of ownership for the new software by scaling operations without additional expense, increasing integration and standardization, eliminating internal IT support, and reducing expenses for training by continuously involving software users. The ongoing support bill from CONTAX is frequently under \$100.

Distributing Purchasing Power

The new software tracks the quantity and value of each employee's trades. Visibility into this information allows the company to give good sellers more purchasing power, acting as a natural control on the quality and volume of inventory. And employees can see their own commissions earned in real time, a powerful motivator for increased sales.

“With the improved visibility into sales and reporting, we no longer have a disconnect between sales and financials,” Abazi says. “We don't get stuck with unsellable inventory. And our ability to share expert knowledge of various regions, markets, and industries means that we can act quickly on market opportunities.”

Implementation Partner

CONTAX Inc. is an SAP channel partner and reseller of SAP products and services in North America. The privately owned consulting services firm delivers rapid, cost-effective solutions that suit the specific needs of large and midsize enterprises.



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