



HIGH-TECH LUBRICANTS AP PTE LTD (MOTUL ASIA PACIFIC)

LUBRICANTS PRODUCER GEARS UP WITH SAP® BUSINESS ONE

QUICK FACTS

“All thanks to SAP Business One, High-Tech Lubricants AP can now operate even more productively. We have greater transparency into the business, and staff morale has improved as well.”

Mr. Masaki Shimizu, Managing Director,
High-Tech Lubricants AP Pte Ltd

Company

High-Tech Lubricants AP (HTL) is the Asia Pacific office for French-based Motul, which produces superior quality lubricants ranging from turbo engine oils and catalytic mufflers to brake fluids and transmission oils. The company works with distributors to bring high-performance Motul products to many countries in the region. This includes Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Hong Kong, China, Taiwan, Korea, Japan, Australia, and New Zealand.

Website

www.motul-asiapacific.com

Challenges and Opportunities

- Manual input of data for sales orders was very time-consuming
- Sales orders could not be easily converted into purchase orders due to inconsistencies in formats

Objectives

- Decrease the time spent on data entry
- Integrate sales and accounting data efficiently

SAP Solutions and Services

- SAP® Business One

Why SAP

- Good order processing features
- Affordable solution
- Better data integration with the parent company in the future

Implementation Highlights

- Deployment took only three months (from November 2006 to February 2007)
- A customised module that deployed an Excel spreadsheet for importing data into sales orders was created

Key Benefits

- Reduced order processing time by 90%
- Increased accuracy of sales orders, and data is automatically converted into purchase orders
- Sales analysis reports are created more easily
- Senior management and the Human Resource department have easier access to information like sales reports, production orders, and staff leave status
- Ability to track profit margins more quickly and in greater detail, for oil blending services in particular

Implementation Partner

- The World Management Pte Ltd

MOTUL

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High-Tech Lubricants AP Pte Ltd (HTL), Motul's Asia Pacific arm, needed to reduce the time spent on data entry and processing sales orders. It not only achieved this with SAP Business One, but has also seen greater efficiency and visibility into the business.

From a two-man outfit eight years ago, High-Tech Lubricants AP (HTL) has increased its staff strength to 15 as part of its strategy to tap on business opportunities in the Asia Pacific. To extend its market reach, this regional office of French-based Motul also works with distributors to bring high-performance Motul products to much of the region.

The challenge, however, was that HTL's response time was affected by a legacy IT system that was unable to help staff efficiently process their sales orders (SOs). The company processed 174 SOs in March 2008 alone, covering different automotive and motorcycle lubricants that come in a wide range of packaging.

Previously, four administrative staff would spend up to 90% of their time to manually process the orders that now come in every week from distributors. There is an average of 40 items per order and to add to the complexity, several different delivery dates could be required per SO. Another challenge was that the SO could not be easily converted into a purchase order (PO) due to the constraints of the legacy system. This meant that staff had to spend about two hours per form on data entry, and then reconcile the entries on both SOs and POs to ensure that figures were consistent.

SAP for the Long Term

HTL's management decided that these issues could affect its competitiveness, thereby prompting the company to look for new software to handle order processing more efficiently and accurately. The system would also have to provide senior management with reports that are accurate and reliable. An application that could provide consolidated management reports would be the ideal solution.

After reviewing various software in the market, SAP Business One emerged as the solution of choice for HTL as it liked the capability of the order processing function. What made SAP Business One stand out was the attractive pricing as well as parent company Motul's intention to deploy SAP solutions. As a result, HTL felt that a SAP platform would enhance its ability to integrate data with its head office in the future.

Successful Transition

With the support of The World Management, a SAP Channel Partner, HTL started the project in November 2006. The SAP system went live in the beginning of February 2007 and ran in parallel with the old system for a month.

"The World Management was always ready to solve any problems we faced," says Ms. Christina Chin, HTL's Administration Manager.

Achieving More through SAP Business One

With SAP Business One in place, HTL saw a tremendous improvement in overall productivity and management is very pleased with the results. "SAP Business One has helped us gain better control over our business, providing real tangible benefits to our customers, partners, suppliers and ourselves. Our employees can now operate more efficiently and SAP allows them to concentrate on more high-value activities," says Ms. Chin. "Everybody is much happier."

The new SAP system has also enabled staff to reduce data entry time by 90%, down to just two to five minutes a day. A more efficient order processing infrastructure also allows data to be synchronised easily from SO to PO. With the time saved, staff are able to provide better product sales and services to the customers, suppliers and partners.

Through a customised data import module developed by The World Management, HTL is able to increase efficiency in the area of order entry as well. The add-on solution allows data that are filled in by distributors on Excel-based order forms to be directly imported into the SAP system. Not only does this reduce the amount of data entry required, it automatically generates SOs and prevents fraud as pricelists and other information cannot be changed without prior approval.



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Ms. Christina Chin, Administration Manager, High-Tech Lubricants AP

SAP Business One also benefited the department submitting sales analysis reports. In the past, much time was spent manually converting the quantity of lubricants sold in different packaging and container sizes into volumes in litres as required by the company. The conversion is now automated with just one mouse click.

Another advantage of the SAP system is that it allows staff to quickly access useful information that is critical for their line of work. For instance, senior management now enjoys real-time visibility into corporate data, which enhances the decision-making process. This capability makes it easier for the Human Resource department to churn out staff leave reports too.

“SAP Business One provides us with a stable and solid platform and this will support our aggressive expansion plan.”

Ms. Christina Chin, Administration Manager, High-Tech Lubricants AP

Much to the delight of HTL, SAP Business One enables senior management to generate accurate and detailed profit-and-loss statements very quickly. With the new SAP system, HTL can even determine the exact profit contribution of products used in a new oil-blending service that offers lubricants combined according to customers' specific needs. This new service currently contributes about 30% of HTL's business and is expected to grow.

“SAP Business One provides us with a stable and solid platform and this will support our aggressive expansion plan,” concludes Ms. Chin.

HTL's future with SAP includes utilising the SAP Business One sales opportunity module to keep track of history and opportunity status. The company intends to try out the SAP Business One service module as well, which tracks customer complaints to improve customer service.

Implementation Partner

The World Management Pte Ltd



The World Management
Pte Ltd

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