

FOR IMMEDIATE RELEASE

Esdevium Games selects SAP Business One from Sapphire

Europe's leading distributor of hobby and gaming products implements SAP Business One from Sapphire

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Images available on request

LONDON, UK – 16 December 2008. Sapphire Systems today announced that it is to supply and implement a 21-user SAP Business One business management solution at Esdevium Games.

Alison Barrow, Finance Director at Esdevium Games, said "Essentially we had outgrown the old system, and had started to experience reliability issues, which was a real problem." Despite the Finance Team's efforts to improve response times, the performance of the system deteriorated and it became difficult to provide essential management reports in a timely fashion; meaning that the decision making process for the management team was delayed.

The replacement solution needed to handle the increasing sophistication of trade with both suppliers and customers; streamline key processes to ensure that margins were maintained and that diversification was possible without losing control of the business.

Alison undertook a comprehensive review of the solutions available including Access Accounts, MS Dynamics GP, COA and SAP Business One, before short listing SAP Business One and MS Dynamics GP.

Commenting on the decision to implement SAP Business One from Sapphire Alison said "Ultimately SAP Business One was deemed the best fit for Esdevium as it is more robust and the order-processing seems more sturdy. We were also keen to bring all processes into one system to improve efficiency and allow the company to move to the next level without adding headcount. Grant Thornton, who assisted Esdevium in the search and selection process, recommended Sapphire to us and we have not been disappointed. Sapphire have some great references in our sector and gave a good response to the tender we sent out. The subsequent demonstration they gave showed that they understood our requirements and could deliver the system very much in line with our particular needs."

Once the solution is implemented Alison says "We are looking forward to more control, more monitoring of overrides and expect SAP Business One to help us run the business – rather than the other way round."

Ian Caswell, Managing Director at Sapphire, concludes "SAP Business One covers all aspects of business management, from accounts to sales, distribution and more, which enables all departments in an organisation to work in harmony - and one of its greatest strengths is that it is so scalable. We look forward to working with Esdevium as they enjoy further success and the company continues to grow."

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About Sapphire Systems plc

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, and is the global leading Infor FMS SunSystems partner. Since 1986, Sapphire has offered customers wide-ranging practical expertise in selecting and implementing advanced financial accounting, business management and procurement solutions and today provides software, services and support for over 600

customers worldwide from their offices in the UK and USA. Sapphire is a founder member of the British Application Software Developers Association and was one of the first signatories of the BASDA Green Charter.

www.sapphiresystems.com

About SAP Business One

SAP designed SAP Business One, a business management software application, specifically for small and midsize businesses. Used by over 10,000 customers today, it's an affordable, easy-to-use way to manage critical business functions across sales, distribution, and financials – all in a single integrated software system. With SAP Business One, users can instantaneously access critical data that provides a complete and up-to-the-minute view of their business – so they can respond to customers faster and grow their business more profitably.

About Esdevium Games

Esdevium Games Ltd. is the leading distributor of hobby and mass-market gaming products to the UK and Europe. Since the founding of the distribution arm in 1989, Esdevium has sought to provide the highest possible standards of service and range in the supply of these products. Esdevium's diverse range includes many high profile licences such as Pokemon, Ben 10 and Star Wars.

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