

FOR IMMEDIATE RELEASE

TCC choose SAP Business One for improved reporting

The global leader in retail marketing programs to implement SAP Business One from Sapphire

London – 25 March 2010. Sapphire Systems today announced that it is to implement SAP Business One at TCC - the global leader in retail marketing programs that change shopper behaviour to profitably increase sales - supporting their plans for better, faster reporting.

A new financial management solution was required as the incumbent solution, Axapta, had been in place for 10 years and the team at TCC were finding that it was too big for their needs; it was not flexible enough in creating instant reports and difficult in extracting data from the system.

Anne Smythe, UK Finance Manager, and Daniel Vinson, Management Accountant, set about identifying a suitable solution to cover financials, order processing, stock control and project analysis; quick and easy reporting was a must have feature.

As part of the review process Anne and Daniel visited the Softworld Accounting and Finance Exhibition in October 2009 in order to “get a flavour of what was out there.” At the show they met the Sapphire team who were showcasing SAP Business One and were given a demonstration of the solution.

SAP Business One, designed exclusively to meet the needs of growing and mid-size businesses, is an integrated, affordable business management application. It's a single system that can automate critical business operations, including finance, sales, purchasing, inventory, and manufacturing. And it provides accurate, up-to-the-minute views of business data. SAP Business One is easy to buy, quick to install, and easy to use.

TCC shortlisted SAP Business One, along with two other mid-sized solutions; on the final decision taken Daniel said “As we got to know Sapphire and the team there, we built up a good relationship and we chose to implement SAP Business One: largely due to its reporting capabilities and the high number of dimensions that can be attached to each transaction.” He went on to expand “We can use these dimensions to analyse figures at department and project level, with a mini profit and loss sheet for each program that we run. The fact that the SAP Business One interface is very user friendly and simple also influenced our decision.”

Once SAP Business One is live Daniel says that the team at TCC are looking forward to benefiting from improved reporting capabilities, “We will be using the data to provide relevant information to the management team and anyone else that needs it, which we will be able to do quickly and easily. In addition to better reporting, it will also be quicker for us to do other things, such as raise invoices, which will be a real advantage.”

Ian Caswell, Managing Director at Sapphire, said “We are delighted to be working with TCC. SAP Business One is an ideal solution for mid-size organisations that are looking for a flexible, scalable solution that will grow with them and that they can really look after and own themselves: users benefit from low total cost of ownership. Plus, it can be easily customised to meet specific reporting requirements. Many of our customers have been attracted to the solution for the superior reporting capabilities that it offers and I am sure that TCC will be very happy with the level of analysis that they will be able to report on once SAP Business One is live.”

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About Sapphire Systems plc

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, the global leading Infor FMS SunSystems partner and the Master VAR for Wax Digital. 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 The Continuity Company

TCC operates in more than 50 countries worldwide, working with over 250 retailers, predominantly in the grocery and petroleum sector. The company designs programs that increase total store sales by improving frequency, average transaction levels and other crucial key performance indicators. Over the past 20 years TCC has partnered with many of the worlds leading retailers running over 5,000 programs that have successfully delivered concrete and measurable increases in revenue and market share.

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