

Adstream to implement SAP Business One

Solution from Sapphire selected to streamline operations and support global growth

London – 19 December 2011. Sapphire to implement a 27 user SAP Business One solution at Adstream, the world's leading player in digital advertising technology services, that connects the global advertising community by streamlining the management, organisation, validation and distribution of multichannel content.

Tim Emly, Global Financial Controller at Adstream, explained the requirement for a new back office solution: "The continued growth of Adstream's global footprint coupled with a lack of standardisation accounting packages in each country – along with the need for faster and more detailed management information, meant that a more substantial and agile financial system was required to meet the demands of the business."

He went on to say "We had been in touch with our Sapphire Account Manager for some time, he would meet with us and provide solution information as and when required. When we considered a new finance system he was the first person that came to mind."

A sister company of Adstream, based in Australia, had been using SAP Business One and found the functionality and level of reporting impressive. They had successfully integrated SAP Business One with a core operating system also in use at Adstream, which gave Tim and the team confidence that integration of SAP Business One with that and other systems would go smoothly.

SAP Business One 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 a global solution with multi-currency and multi-lingual functionality that is easy to buy, quick to install, and easy to use.

"With SAP Business One we expect faster reporting; greater control and vision of overseas entities and two-way communication between our core operating and financial systems" stated Tim.

Ian Caswell, Managing Director at Sapphire concludes: "SAP Business One is a truly international solution; users around the world are able to view the same system in their own language, with their local currency. For global organisations such as Adstream it is a great solution as it can meet their needs now and as they continue to grow. We are delighted to be working with this innovative organisation and look forward supporting them well into the future."

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About Sapphire Systems plc

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, and the global leading Infor10 Financials Business (SunSystems) partner. Since 1986, Sapphire has offered customers wide-ranging practical expertise in selecting and implementing advanced financial accounting and business management solutions and today provides software, services and support for over 700 customers worldwide from their offices in the UK, USA & Asia. Sapphire is a founder member of the British Application Software Developers Association and was one of the first signatories of the BASDA Green Charter.

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About Adstream

Founded in 2001 in Sydney, Australia by Gerard Barron, James Carpenter and Richard Carter, Adstream now serves more than 5,000 companies in 90 countries supported through 20+ international offices.

Adstream continues to expand both organically and through the acquisition of key complementary capabilities.

www.adstream.com