

# Srixon Sports Europe to implement SAP Business One

## Inter-Company and Multi-Currency requirements to be met with solution from Sapphire

Srixon, a world leading Golfing brand, is to implement SAP Business One from Sapphire Systems for 50 users. Srixon equipment is synonymous with high performance and innovation and as such it is used by Professional Golfers all around the world, including US Open Winner Graeme McDowell.

Headquartered in Japan, Srixon's European business has grown rapidly over the last couple of years and integration of Cleveland Golf into their portfolio left their Pegasus system highly stretched in a multi-company and multi-country environment. Srixon's systems were starting to affect the bottom line, so Nicki Jamieson and the senior management team set about evaluating solutions and partners that would be able to support their plans for the next phase of the company's growth.

Nicki decided to follow an RFI approach where strong candidates were selected before a further a round of detailed demonstrations led to the selection of a preferred supplier. As part of their Global IT Strategy their Japanese parent requested that the SAP Business One solution should be considered, and SAP All-in-One and Microsoft Dynamics were also evaluated.

Following detailed demonstrations and references SAP Business One was identified as the ideal solution for Srixon; it met all the functionality requirements stipulated, including managing Custom Fit ordering, production and fulfilment processes where Custom Fit clubs are made to measure for individual golfers. The requirement to streamline this process within the system was highlighted as a key challenge.

Sapphire was also able to offer [Inter-Company](#) reporting and consolidation of all information throughout the companies within the group (Srixon will have companies and branches for the UK, France, Germany, Spain and Italy set up and localised in SAP Business One).

The ability to quickly pull out any information needed on any aspect of the business was central to the decision taken. "SAP Business One blew us away with the basics - a lot of it is so automated; our previous system was very manual" said Nicki, adding "With SAP Business One you get an end-to-end process; all the way through you use the same software seamlessly. There is no need to dip in and out of other systems to get information required."

Nicki and the Srixon team were impressed that whilst SAP Business One works out of the box it can also be adapted easily to specific requirements, for example User Defined Fields enable the system to meet future reporting requirements with no discernible overhead. Sapphire's SAP Development and Integration Team was able to demonstrate the ability to integrate SAP Business One fully with Srixon's 3<sup>rd</sup> Party logistics systems, and those of their parent company, whilst providing the comfort that future requirements could also be met.

Other SAP Business One partners were reviewed, "but Sapphire has been absolutely professional from the very first meetings we had and it was this, along with their experience, which made the Sapphire

team stand out as an organisation we wanted to do business with” explained Nicki. “Sapphire’s existing SAP Business One customers have a high number of users and we wanted to work with a company that had experience and a solid customer base at the higher end of the market. Sapphire’s recent SAP Business One Customer User Day was very impressive too.”

Nicki concluded “We expect to move forward in leaps and bounds post implementation, with easy access to information and speed and ease of reporting.”

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#### **About Sapphire Systems plc**

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA; a global Infor partner – number one for Infor FMS SunSystems worldwide - and the leading Wax Digital 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 650 customers worldwide from their offices in the UK, USA and India. 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 Srixon**

The 4th biggest golf company in the world, Srixon has been making golf balls for over 80 years. Srixon Sports Europe is a world leader in golf ball technology and pioneered Balata Balls, producing the majority of the most successful balls in this category. Srixon can analyse ball and clubs ever changing forces, distortions and energies to an amazing 1/100,000,000 of a second. This is called “Digital Impact Technology” and it has led to many of their breakthrough products.

By the mid 1990’s Srixon was investing heavily in technology advances in product development. In 1994 it opened its Golf Science Centre for state of the art testing and research.

Srixon is the Sports arm of Sumitomo Rubber Industries of Japan – one of the Worlds largest Conglomerates and owner of Dunlop Tyres. Srixon is a registered trademark of SRI Sports Ltd and SRI Sports is a Company of the Sumitomo Rubber Industries Group.  
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