

SAP Customer Success Story Banshing Group



AT A GLANCE



Industry

Contract manufacturing

Key Challenges

- International subsidiary locations
- Complex manufacturing Requirements

Project Objectives

- Greater reporting and analysis over manufacturing
- Integrated operations and accounts departments
- Improved customer service

Solutions & Services

- SAP Business One ®
- Inecom Advance Manufacturing Suite, 3PL deliver to hub and reporting package

"...One of the most pleasing aspects of the implementation was that Inecom delivered the solution faster than promised and under budget. Not just in Singapore but also in our Malaysian operation..."

— KC Yap, Banshing Office Manager

The Banshing Group started in Singapore in 1975. They have since established themselves as a significant regional vertically integrated contract manufacturing enterprise, growing from a modest start-up, to a reputable international group with more than 4,000 employees and 30,000 sqm of floor space in their global manufacturing facilities. They have also expanded their business regionally to countries like Malaysia and China, and have extended their sales division to the United States. Impressively the annual group sales turnover is approximately US\$120 million.

Banshing's core business involves the manufacture of precision plastics injection moulding parts, assembly and ancillary value-added services such as surface decoration finishing, precision metal stamping as well as turnkey contract manufacturing. Their reputation as a quality driven organisation is well established

Motives for Change

By the end of 2007 Banshing Singapore encountered a difficult situation. Their previous business software was a combination of local customised software for manufacturing, and a separate basic accounting system. These systems did not integrate and could not provide companywide real-time information. Perhaps even worse was the revelation that the company that had delivered the customised manufacturing system had gone out of business. Leaving Banshing Singapore unsupported and dangerously exposed.

As a group however, there were also reasons to change. After significant expansion in previous years, Banshing was left with different systems in each of its regional operations that ultimately led to inefficiencies

"...There was a strong drive from Management to standardise operations and reporting across the group..."

Evaluation

Banshing knew from the start that SAP Business One was the software they wanted. Having been through the pitfalls of trusting localised software, they desired a reliable international product. The features of SAP Business One such as drill down, Drag and relate also impressed the management.

"...Our CEO trusted SAP and SAP Business One; we needed an international product that we could depend on into the future..."



AT A GLANCE



Why an SAP Solution?

- **Reliable innovative brand**
- **Flexible user friendly software**

Key Business Benefits

- **Improved management visibility on key operations**
- **Fully integrated system allowing real time information to be available to users**
- **Accurate pricing decision and costing understanding**

Implementation Partner

Inecom Business Solutions (Singapore)

Previous Environment

Customised local solution

Inecom Singapore
+ 65 6225 9255

Inecom India
+ 91 20 3020 7823

Inecom Australia
+61 3 9847 7300

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www.inecomworld.com
enquiries@inecom.com.sg

It was then a choice of partners they wanted to implement the system, and support them moving forward. The reasons that Inecom was chosen were because:

- Inecom were manufacturing specialists.
- Inecom had previous experience implementing with customers in Banshing's market area.
- Inecom had a number of in-house developed add-ons that met the entire production needs of Banshing. These included such modules as Routing & WIP and Production Scheduling. Which are not standard to SAP Business One.
- The pre-sales individuals understood Banshing's business above the other competing SAP Business One Partners.

Implementation

Banshing had set a focused deadline in which to complete the implementation and were reassured by Inecom that it could be met.

"...In fact one of the most pleasing aspects of the implementation was that Inecom delivered the solution faster than promised and under budget. Not just in Singapore but also in our Malaysian operation..."

Inecom assigned consultants with relevant industry experience who had worked with companies in the same market and with similar complex requirements.

"...The support provided by the consultants and their patience was instrumental to the successful implementation; the training they provided was excellent and meant go-live was less stressful than it might have been..."

Results

The implementation to Banshing was a success. Benefits varied from the movement to a more paperless office due to such features as online purchase approval, right through to the project team having improved effectiveness in stock status enquiry's. Most importantly however was that the original goals of the project were met.

"...The implementation of SAP Business One has meant we have an integrated real time solution that has standardised the operations across both Malaysia and Singapore..."

Looking forward

Banshing is now looking to implement SAP Business One into its operations in China, using one of Inecom's local partners.