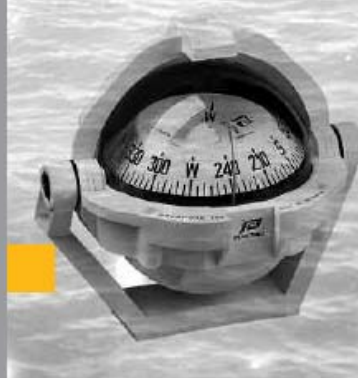


SAP Success Story mySAP All-in-One



“Thanks to mySAP All-in-One and the SAP module Business Intelligence, we have available all the tools for developing our long term International activities”

Patrick Frassetto, General Director of Navimo

To summarize!

The company

The Navimo Group is the sole multi-specialist present in all the nautical equipment business activities. Its founding brand, Plastimo, offers a range of 7500 products of which more than 60% are produced goods.

The group which employs 660 people reached a turnover of 120 million euros in 2004.

Business Activity

Water sports

Web site

www.plastimo.com

Opportunities

- To structure the group across common management processes for all of its subsidiaries.
- To efficiently drive the Group based on reliable indicators
- To anticipate production needs
- To increase team productivity
- To optimize marketing campaigns
- Increase sales
- To reduce stock

The SAP choice

- Functionality (in particular cost price and stock management)
- Ease of installation and deployment in SMB of varying sizes
- A solution that evolves
- Ergonomic and easy to use by non technical people

Benefits

- Increased visibility on business activities
- Unified processes
- Increased productivity (order processing)
- Stock reductions of 15%
- Optimization of marketing and sales campaigns

Partner

Netpeople

Solution

mySAP All-In-One
SAP Business Intelligence

Environment

SAP R/3 v4.7 (Financial management, Controlling, purchase and stock management).
SAP BW 3.0
HP 9000 server under HP-UX
Oracle database.

PLASTIMO

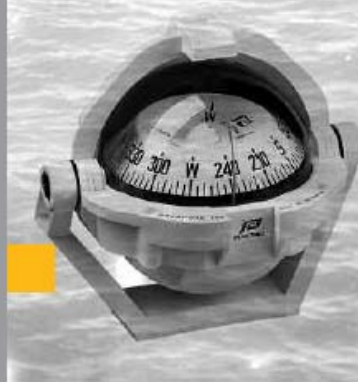
In following the development of the Group, Plastimo has adopted mySAP All-in-One and has increased its commercial efficiency thanks to SAP Business Intelligence.

Structuring the Group

Equipment makers for leisure boats, Plastimo saw a strong growth in the beginning of 2000 due to external acquisitions. Very quickly, the group went from 5 companies with a turnover of 30 million euros to 13 companies with a turnover of more than 120 million euros employing 660 people. In front of the diversity of Information Systems and the impossibility of some of them in adopting the euro, Plastimo decided to unify its Information System around a single ERP. The Objective: to structure the Group and guide its strategic development. “With this ERP we wanted to optimize our processes and to consolidate our Financial and Commercial data to have a global vision of our activity at any given time... This is essential to gain reactivity on a very competitive market!” explains Patrick Frassetto, General Director of the Navimo Group.

Following on from an invitation to tender, the Group adopted mySAP All-in-One and a set of components allowing it to offer the broadest possible functionality: Materials Management (MM), Sales and Distribution (SD), Production Planning (PP), Warehouse Management (WM) and Finance (FI). Several criteria influenced this choice. To start with, the integration of certain functions in mySAP All-in-one "vital" for SME such as: stock reservation, order scheduling or cost price management all of which conformed to business processes already in place. “The SAP ERP was perfect for a SME like ours. Moreover, we were sure that the system was easily extended to the various subsidiaries of our group “adds Patrick Frassetto.

SAP Success Story mySAP All-in-One



The implementation of MySAP All-in-One was assured by Netpeople, because of their well known expertise, the diversified competencies of its consultants and for their perfect understanding of the requirements of a SMB like Plastimo. The new Information System went live on March 2002 with 200 users.

Very quickly, Plastimo realized that their initial goals and expectations were met. These goals were the unification of all the Group's processes, a 15% reduction in stock and an increase in production (30% extra orders were processed) really appreciable during very busy seasonal periods. "This first step enabled us to get a real structure. It was vital in the economic context that we were in. We now have great skills to lead our strategy in the best possible way!"

Sales optimization

With an annual growth rate of 11%, Plastimo decided to equip their new Information System with the Business Intelligence (BI) tool to control its activity more easily. "After having set up new processes, automated and consolidated different data flows, our will is to increase the Group's management" underlines Patrick Frasset. "That's why we enriched our mySAP All-in-One platform through the acquisition of SAP Business Intelligence, which was also implemented by Netpeople."

To have reliable sales indicators at any given time (by country, sectors, brands, products, customers...) makes it possible for all departments of the company to quickly and efficiently adapt to the requirements of the market, just as the large distributors do. Optimization of commercial management and particularly managing pricing strategies to obtain the expected margin is of primary importance for Plastimo which manages

several thousand products and has stock all over Europe. "We must constantly analyze commercial performance and compare it against the various subsidiary companies. Thanks to Business Intelligence we are able to have some sort of internal benchmarking. We can handle data more easily, carry out dynamic analyses, check the Top 50 products in terms of sales or margin, or see the products which do less well. It is a real aid for decision-making as well as a flexible and user-friendly tool" explains Patrick Frasset.

For Plastimo, SAP Business Intelligence enriches the statistics offered by mySAP All-in-One through functions which are very thorough and analytical. This is very much appreciated by auditors and sales managers alike. Other function appraisals by upper management: the "reporting group", pending invoices and the orders in process, allows working out an estimated turnover. Thus, at mid-season, according to the results obtained, the company can more easily predict production, stock levels and sales. BI also offers a historical view of orders allowing seasonal comparisons. With these results the marketing department can then refine its strategy by concentrating on a given line of products, country, area or distributor. SAP Business Intelligence brings a better knowledge of the customer. "Very quickly, our fifty users of the BI tool understood the interest of its use" specifies Patrick Frasset conscious that SAP Business Intelligence will give a new momentum to the Group.

Next step: to implement BI adapted to the Treasury and Stocks. Objective: to master the Group's financial and logistic flows.