



## EDWARD SNELL & CO. LTD

### SAP BUSINESS ALL-IN-ONE CONSOLIDATES BUSINESS SYSTEMS FOR WHOLESALE WINE AND SPIRIT MERCHANTS.

Established in 1848, Edward Snell & Co. Ltd is the largest family-owned wine and spirit business in South Africa. The company owns an 18 percent share of the South African spirits market by volume and is the third largest alcohol spirit beverage business in the country producing, distributing, marketing and selling its own brands as well as those of a number of major international liquor manufacturers.

“The company has a national footprint with its head office in Durban and branches throughout South Africa,” says Rajandera Dorasamy, IT Manager for Edward Snell and Co. “Our business relies on data from all our offices being compiled centrally in order to accurately report on operations. In the past we relied on mostly paper-based business processes, so the move to SAP was a major one in terms of changing the company’s approach.”

Rajandera Dorasamy, IT Manager,  
Edward Snell and Co



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*Wholesale Wine & Spirit Merchants*

ESTABLISHED 1848

#### QUICK FACTS

##### Company

- Name: Edward Snell & Co. Ltd
- Location: Durban, South Africa
- Industry: Liquor
- Products and services: Wholesale Wine & Spirit Merchants
- Employees: 250
- Web site: [www.esnell.co.za](http://www.esnell.co.za)

##### Challenges and Opportunities

- Remove dependency on custom applications
- Integration of manual systems with ERP system
- Training of staff
- More paperless environment

##### Objectives

- Provide centralised and integrated ERP system
- Enable rapid reporting
- Replace manual processes

##### SAP Solutions and Services

- SAP Business All-in-One

##### Implementation Highlights

- Quick training thanks to intuitive SAP interfaces
- Connecting national branch offices quickly and easily
- Easy migration to SAP

##### Why SAP

- Cost effective
- Internationally recognised vendor
- Fully integrated ERP, with option of expanding into additional modules

##### Benefits

- Fast, easy and accurate reporting
- Centralised system replacing branch silos
- Real-time processing
- Easy audit trail access

##### Existing Environment

- Existing computerised financial system used for capturing sales, stock & debtors
- Used alongside paper-based records manually captured into the computer system
- Computer generated information manually entered back into paper records
- Information from other branches running individual software imported into the main system (in Durban) via a nightly batch process
- Information in main system then used to compile reports and issue customer statements

##### Going Forward

- Considering implementing SAP Business Information Warehouse to further improve reporting and Business Intelligence
- Scalability of SAP Implementation that will grow with the business



#### SAP Customer Success Story

Wholesale  
SAP Business All-In-One



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"The problem with Edward Snell and Co's past approach is that it was time-consuming and meant that nationwide systems were 'out of sync' during the day," says Dorasamy. "Data was also duplicated on the computer system and on paper. Time was wasted capturing data on both via manual systems."

"Edward Snell and Co. wanted to move over to an integrated ERP environment covering sales and distribution, materials management, production, plant maintenance, financial accounting, customers, vendors and profitability analysis," he continues. "Manual systems had to be replaced with automated, real-time processing and we sought the ability to rapidly compile reports based on up to the minute data."

### Clearly SAP

"There were a couple of options, but only SAP met all of our needs," he affirms. "Price was a factor and SAP is highly competitive in that regard, but it was also important that SAP is an internationally recognised solution provider and offered something that many of our suppliers already use. Other solutions were too expensive and did not come as highly recommended as SAP."

"We needed a flexible solution that would integrate not only our branch offices, but also departments within the company," states Dorasamy. "We also did not want to phase the solution in, but rather decided to make a full switch to the new system."



### Smooth Transition

Given the company's commitment to a complete migration onto the new system, it was imperative that proper training took place before going live.

"We established test systems and training took place over a few months before moving onto the live system," he explains. "Fortunately most of our requirements were covered out of the box. We had to configure reports for our needs and implement an integration add-on for Cognos, but other than that the system does what we need it to." Edward Snell and Co. now runs its ERP environment on two servers located in Johannesburg.

"These servers are named Bonnie and Clyde," after one of our whisky brands "Bonnie & Clyde" Scotch Whisky, says Dorasamy. "One is the live server and the other is used for failover. Our larger branches connect to the main server using Diginet lines with smaller branches using ADSL connectivity. All branches are able to fall back to 3G and other backup connectivity if required."

"It is now much easier to compile reports using the new system," he continues. "This is mainly because information is centrally managed and obtained in real-time."

"SAP is a powerful business platform and yet is easy to use. In fact, much of the learning's have been self taught, which further emphasises the simplicity of the new ERP system" says Dorasamy. "Information is kept readily available and we have eliminated paper-based and manual processes within our business."

[www.sap.com/contactsap](http://www.sap.com/contactsap)



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