



## BOWSERS

# COMPLETE, CONSISTENT QUOTE-TO-CASH PROCESS WITH SAP® BUSINESS ONE

### QUICK FACTS

#### Company

- Name: Bowers
- Headquarters: Sydney, Australia
- Industry: Professional services
- Products and services: Passive fire protection systems
- Revenue: \$A8 million (approximately US\$5.4 million)
- Employees: 40
- Web site: [www.bowers.com.au](http://www.bowers.com.au)
- Implementation partner: Key Business Solutions Pty Ltd

#### Challenges and Opportunities

- Increase invoice accuracy to reduce days outstanding
- Lower operational costs by eliminating manual, redundant data entry
- Reduce time and costs for month-end invoicing and reporting
- Gain insight and tighter control over financial data
- Standardize processes

#### Objectives

- Automate complete quote-to-cash process
- Implement real-time, consolidated financial reporting

#### SAP® Solution and Services

SAP® Business One application

#### Implementation Highlights

- Detailed blueprint of business requirements
- Efficient implementation completed 1 month early
- Customized solution with user-defined fields

#### Why SAP

- Comprehensive solution appropriate to requirements and size of company
- Maturity of SAP Business One application
- Ease of use and extensive business functionality
- SAP global presence and commitment to product development

#### Benefits

- 90% reduction in time to generate invoices
- Significant reduction in invoices 60 days outstanding
- Improvement in data accuracy
- Daily insight into accounts receivable and invoicing
- Rapid month-end accounting

“The whole concept of SAP Business One – that everything we need is in one package – was just what we wanted. The application can really help us continue to grow.”

Paul Roseworn, Director, Bowers

**BOWSERS®**

Headquartered in Sydney, Australia, Bowers has been one of the country's premier providers of passive fire-protection services for more than 30 years. But out-of-date systems – even manual ledgers – were impeding the company's ability to keep pace with an expanding client base of large, international companies.

"Because we are working with major Australian firms and multinational companies, we needed systems in place that would grow with us and facilitate the level of professionalism and standardization that our customers expect," says Paul Roseworn, director at Bowers.

Bowers turned to SAP for a complete solution to manage its quote-to-cash life cycle. With the SAP® Business One application, Bowers has streamlined and standardized its operations, significantly increasing invoicing accuracy, reducing days outstanding, and improving financial management with insight into cash flow on a daily basis.

### **Manual Processes Are Inconsistent and Inefficient**

With offices in Sydney and Canberra, Bowers specializes in providing certification and remediation of passive fire measures, such as fire doors, walls, and dampers. The company prides itself on its engineering expertise, attention to detail, and personal service. Bowers has many years of experience working with some of Australia's largest property managers and builders.

When the current management team acquired the company in 2002, they quickly discovered out-of-date financial and managerial systems. Payroll was still processed on handwritten ledgers, and most operations were managed on multiple spreadsheets, which required duplicate data entry and resulted in inconsistent processes. Quotes and invoices were particularly difficult because inaccurate data resulted in incorrect invoicing, which adversely affected cash flow. Each quote had to be entered in a spreadsheet, then keyed into a document as an invoice, and finally rekeyed into the accounting package to track debtors and account for revenue.

Managing director Dominic Neate and Roseworn quickly decided that Bowers needed a modern approach to conducting its business operations. With backgrounds at large international companies, both Neate and Roseworn are firm believers in systems that enable consistent, repeatable processes. "When everyone knows the rules, the business can be run far more consistently, and our people can concentrate on their jobs rather than unnecessary administrative detail," Neate comments.

Bowers determined that it needed a single system to manage the quote-to-cash process. This would allow the company to establish the discipline and consistency required to accurately capture data from the start, meet complex reporting requirements, and adhere to the standards that are required in the industry.

### **SAP Business One Delivers a Complete Solution**

A colleague who had implemented SAP Business One recommended the application to Neate and Roseworn. "Our colleague couldn't speak more highly of SAP Business One. We went to take a look at it – and that was the tipping point for us. An independent, unsolicited recommendation from an actual user convinced us it would be the right choice," Roseworn says.

One of the crucial issues for their selection was simplicity and ease of use. As Roseworn says, "We aren't IT wizards. We wanted a system that would provide us with a great deal of capability from the word go and would not require massive amounts of customization. The fact that we could easily configure SAP Business One while delivering many of the essential business processes we needed out of the box was very appealing."

In addition, because Bowers expects to grow quickly in the next three to five years, the company wanted a vendor with a proven track record. "We wanted



“We wanted to be sure the company we chose would be around for the long term. We have come across people who have purchased great databases – then the software company disappears. We do not have any such concerns about SAP. The company is obviously committed to ongoing development of its products.”

**Dominic Neate**, Managing Director, Bowers

to be sure the company we chose would be around for the long term. We have come across people who have purchased great databases – then the software company disappears. We do not have any such concerns about SAP. The company is obviously committed to ongoing development of its products,” Neate says.

Bowers chose to work with Key Business Solutions Pty Ltd, an SAP channel partner specializing in consulting, development, installation, and support for SAP Business One. Bowers appreciated the fact that while Key Business Solutions serves large corporations, it is also experienced with the needs of small businesses. “Key Business Solutions is well regarded for

“We aren’t IT wizards. We wanted a system that would provide us with a great deal of capability from the word go and would not require massive amounts of customization. The fact that we could easily configure SAP Business One while delivering many of the essential business processes we needed out of the box was very appealing.”

**Paul Roseworn**, Director, Bowers

its ability to roll out SAP Business One and has extensive experience working with companies like ours. These factors made us feel very comfortable with the company as our partner,” Roseworn says.

### Implementation Completed a Month Ahead of Schedule

Using a critical path implementation methodology, Bowers and Key Business Solutions began the implementation in early 2007. Bowers wanted SAP Business One to be fully operational as of July 1, which marked the beginning of the new fiscal year.

Jointly, Bowers and Key Business Solutions developed a blueprint with detailed specifications for the processes that would be managed via SAP Business One. These included setting up customer and supplier accounts; generating quotes, sales orders, invoices, and purchase orders; completing journal entries and bank reconciliation; and

producing a wide variety of reports. “The blueprint set out our objectives clearly in a manner that everybody could understand easily, and that made the implementation go very well. The document continues to provide value, because we can now refer to it when issues arise or when our people need help completing a process,” Roseworn says.

As part of the implementation, Bowers and Key Business Solutions took advantage of user-defined fields to customize the quote-to-cash process. With these specialized fields, all of the data required for a quote is now captured, printed, and turned into an accurate, corporately branded invoice through SAP Business One and integrated Crystal Reports® software. The application has also helped the company improve its business practices. Previously, each quote was maintained separately, even when multiple quotes were associated with the same client. Now, Bowers can now link quotes to a client or job site, enabling them to quickly access all quotes related to a customer.

The implementation was so smooth that Bowers had a fully proven system a month early. “While we chose to wait until July 1 for the switchover, the fact of the matter is that we could have started using SAP Business One in a production environment in June,” Roseworn notes.

### Much Greater Accuracy with SAP Business One

SAP Business One has helped Bowers run its business more efficiently – and profitably. Invoicing is much faster and far more accurate now that rekeying has disappeared. While it used to take about five minutes to prepare each invoice, it now takes 30 seconds – more than a 90% reduction in time for the nearly 200 invoices generated each month.

Bowers has been able to more clearly define job roles that have improved consistency, accuracy, and productivity. While field engineers used to prepare quotes, now administrative staff enter the data. "We no longer have the two-finger typists entering information, so the details are accurate from the start, which translates into accurate invoices. And our field staff no longer waste time on administrative details, so they can concentrate on our clients," says Roseworn.

All of this has translated into significant improvements in accounts receivable. Roseworn explains how SAP software has been instrumental: "We have reduced invoices outstanding at 60 days by 85%, which is important for a small business like Bowers. I would attribute at least half of this reduction to SAP Business One. We just no longer suffer from the invoicing errors that were such a large contributor to our slow receivables."

Bowers has gained a real-time view of its financial data, providing insight into cash flow on a daily basis. The single source has significantly improved month-end invoicing and accounting. Completing the month-end process used to require approximately 70 hours, and invoices that should have been sent in the previous month piled up. "It's totally different with SAP Business One. Our accounts are all posted in just one easy day, and we can be very disciplined about making sure invoices are raised in the correct time frame," Roseworn says.

Bowers will continue to expand its use of SAP Business One and look for more opportunities to take advantage of its functionality. The company plans to develop additional cash-focused reports, enhance the quote process, and explore use of the sales opportunity management functions. "The whole concept of SAP Business One – that everything we need is in one package – was just what we wanted. The application can really help us continue to grow, and we want to make sure that we make the most of it," Roseworn concludes.



50 092 348 (08/10)

©2008 by SAP AG.

All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in several other countries all over the world. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.