# SAP solution a gem for Holer Diamond Tools

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*Phil Holer, Marketing Director of Holer Diamond Tools*

## AT A GLANCE

### Name
- Holer Diamond Tools

### Location
- Nelson, Christchurch & Auckland.

### Industry
- Construction tools & equipment

### Employees
- 25

### Web Site
- www.holer.co.nz

### Solution and Services
- SAP Business One
- B1 Usability Package
- Payment Engine
- Outlook Integration
- Crystal Reports

### Implementation Time
- 2 months

### Implementation Partner
- Business Evolution Group Limited

With programmes underway to support Canterbury earthquake recovery and Auckland facing a housing shortage and traffic woes, the construction sector is strong in New Zealand.

Diamond is the hardest material on earth, which is why it's widely used in construction for cutting, coring, drilling, grinding and polishing. Supplying diamond tools and machinery to industrial clients domestically and internationally has led to fast growth for Nelson-based Holer Diamond Tools.

Holer has thousands of products in its catalogue, including everything from saw blades to power tools. They also offer custom equipment design, manufacturing and refurbishment services in their state-of-the-art service centre.

With a large direct sales team and a fleet of 150 international distributors across Australia, the South Pacific, Europe and the USA transacting in five different currencies, the company was quickly outgrowing their NZA Gold-based platform – and support for the accounting software had been turned off years ago. As they hit 25 staff and $6 million in revenue Holer's back office system was reaching the breaking point.

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"We didn't want to just buy a newer and bigger accounting package. We wanted to build a solid and comprehensive infrastructure that would support our future growth and enable us to improve and automate our processes," said Phil Holer, Marketing Director of Holer Diamond Tools. "We had reached the stage where we needed a full ERP system."

The Holer team knew that an ERP solution would give them much-needed access to relevant and timely information on everything required for management reporting including sales orders, individual sales performance, deliveries, stock control, purchasing, forecasting and foreign currency. And it would all be housed in a single, secure data repository that could be used by anyone; yet only allow users access to the information needed for their job – maintaining data integrity and following best practice.



Phil Holer kicked off a project to evaluate the options and alternative vendors for the new system. Holer chose SAP Business One because of its strong brand, a successful trial and the complete end-to-end solution on offer. "SAP is the best in ERP software, and I wanted the best for Holer Diamond Tools," said Phil. "I knew that, no matter how quickly the company grew, an SAP system would be able to grow with us."

SAP New Zealand put Holer in touch with two integration partners and after meeting with both, Phil chose Business Evolution Group. "I liked Sean and Brodie as people," he said. "Plus, I know from first-hand experience that working in a family-owned business means you take total ownership of the services you deliver. I had great confidence not only in their ability to do the work but also their energy and commitment to customer satisfaction."

"Phil was keen to rationalise and consolidate the number of vendors making up the IT platform, so we proposed an integrated, scalable and robust solution that consistent of SAP Business One, Microsoft Sharepoint and the Neotek web store and mobile sales solution, "said Brodie Archer, Principle, Business Evolution Group. "We also used B1UP, an SAP add-on solution, to provide the added flexibility to customise screens and manage data access on a user by user basis."

"The Business Evolution team was highly organised and the roll-out was completed on budget. We took our time to get it right and they were happy to work at our pace," continued Phil.

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SAP Business One's Bill of Material and Production Order functionality now allows Holer to better track their product designs, manufacturing processes and production orders, as well as managing stock levels. Plus reports which used to be manually emailed are now automatically sent from SAP straight into Sharepoint every Thursday, and alerts are raised if there are any problems requiring intervention, such as a stop credit, or a prompt for a sales call.

Automating business processes has saved on administration costs and improved Holer's overall efficiency, as well as providing more options for customers and distributors, such as online ordering. "We couldn't have launched the e-commerce functionality without integrating it with SAP Business One – we just have too many products available. We wanted customers to have access to up-to-date pricing and any out-of-stock product information without spending a lot of time and energy updating the website," said Phil.

About 20% of the Holer Diamond Tools business comes from maintenance and repair services, and that side of the business benefited immediately. When a machine comes in to be repaired, technicians have full access to the complete service history including comments on previous repairs.



"At the end of the day our customers didn't notice that we'd switched systems, and that's the way it should be – transparent. But we saw a huge difference internally; moving to SAP enabled us to react quicker to customer enquiries and saved us from having to hire another three staff to keep up with the administrative workload resulting from company growth. We now have 12 people using the system heavily across three locations, and its working brilliantly. It's so easy to use we hardly required any training."



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