



Van Riel Distripet & IPTS: ERP that saves time for innovation

Thanks to SAP Business All-in-One and mYuice Protrade, Van Riel Distripet & IPTS, a company in Waalwijk specializing in pet (care) products, is prepared for the unpredictable. "SAP combines standardization with precisely the flexibility needed by small or medium-sized firms, which frees up so much time that I can focus on innovation."

Partner



Executive overview

Company or Organization

Van Riel Distripet & IPTS

Headquarters or Location

Waalwijk, The Netherlands

Industry

Wholesale trade & import/
export

Products and Services

(Care) products for pets,
innovative services to partners

Employees

about 100 (2011)

Revenue or Budget

Not public

Web Site

www.vanrieldistripet.nl

www.ipts.nl

Partner

mYuice, a Ctac subsidiary

BUSINESS TRANSFORMATION

The company's top objectives:

- IT must guarantee continuity of company processes
- Innovation to stay ahead of competition
- Increase margins through automation

The resolution:

- SAP Business All-in-One
- mYuice Protrade
- SAP BO-Edge / BI on SAP Business All-in-One

The key benefits:

- All processes optimally streamlined, from purchasing, ordering, inventory management, logistics and sales to invoicing
- SAP and mYuice have already incorporated wholesale business processes in best practices
- Simple and flexible data exchange data with retail partners

“ERP puts us in a position to offer our retail partners and wholesalers in the Netherlands and abroad the best possible service. SAP investments are not costs for us; they generate profits. SAP provides peace of mind, for us and our partners.”

Job van Riel, Managing Director, Van Riel Distripet

TOP BENEFITS ACHIEVED



Streamlines administration
and logistics



Optimum data exchange
with partners



Future-proof and scalable



Executive overview

Company objectives

Resolution

Business transformation

The key benefits

Future plans

SAP ERP is the backbone of our company

The family company Van Riel Distripet & IPTS has been supplying pet (care) products to retail partners in the Netherlands, Belgium and Germany since 1969, expanding to wholesalers and retailers worldwide from 1985 on. Thanks to ongoing innovation and focus on customer needs, the Waalwijk-based company has developed into a market leader with roughly 5,000 products, two large warehouses, 1,500 private label products and 800 product innovations a year.

The small to medium-sized company, an industry pioneer, invested in ERP as early as twenty years ago. “We have achieved return on this investment at least twice over”, says Managing Director Job van Riel, who together with his sister Guusje took over the firm from his father Frank.

“Continuity of our IT and ERP systems is crucial”, Van Riel emphasizes. “When we heard that support for our previous ERP system (Centric) would end in about five years, we quickly moved to select a replacement. It was critical that the migration was performed fast and right the first time. We compared a number of alternatives with SAP. SAP partner mYuce convinced us that we could trust SAP Business All-in-One for stability and flexibility, without having to spend a great deal of our time delving into all the detailed SAP options.”

“mYuce’s solution gave us full confidence in SAP’s stability and market expertise, without spending excess time drilling down into all the features of SAP Business All-in-One.”

Job van Riel, Managing Director, Van Riel Distripet & IPTS



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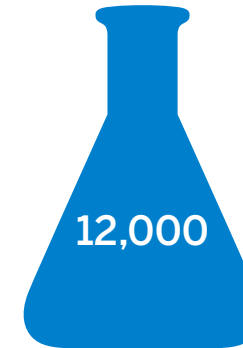
The key benefits

Future plans

‘Wholesale processes streamlined further’

“SAP’s reputation and robustness, but also its flexibility and the fact that it is future-proof, were the deciding factors. Our processes were already extensively streamlined, but SAP and mYuice were able to enhance them even further”, Job van Riel notes with satisfaction after the implementation of mYuice Protrade, the wholesale solution run on SAP Business All-in-One.

“In its years as an ERP specialist, SAP has amassed best practices and established standards. SAP has combined the advantages of standardization with a previously unknown flexibility, precisely what a small to medium-sized company such as ours needs. mYuice added value to this solution with a great template for wholesalers, one exactly in line with what we already knew. Concepts such as cross trade and fast order entry are a piece of cake for mYuice. Our profit comes from low-value items. In order to generate sufficient margins, we have to generate approximately 12,000 line items per day. If we need six mouse clicks mouse every time, our margins decrease - it’s that simple.”



12,000 line items processed with 1 click per order

The fact that SAP Business All-in-One can integrate with retail partners’ systems is another advantage, according to Van Riel, “Add-ons, such as the Drop Ship module for automatic data exchange with retail partners’ web sites, can be easily added with mYuice.” Van Riel has, for example, added SAP BusinessObjects Edge for reporting and business intelligence.



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'We can crush all threats with SAP ERP'

Van Riel says, "Innovation is essential for us to stay ahead of the competition. The advent of the Internet is a threat to wholesale businesses, since manufacturers can offer their products directly. We are addressing this threat by minimizing worries for our clients and suppliers."

He continues, "We ensure streamlined, cost-effective logistics and product innovation. Our retail partners then have the time to focus on

their specialty - advising clients, setting up their web sites optimally and creating consistently high turnover of their inventory. The same applies to our suppliers, for whom we have intentionally developed a well thought-out product range. We are in fact the strongest link in these chains, because we work effectively and efficiently thanks to our years of ERP experience."

THE KEY BENEFITS

800

5,000 products, 800 innovations a year

2

2 warehouses with optimized logistics

80%

80% time saved for innovation



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Continuous innovation thanks to SAP and mYuice Protrade

Van Riel continues enthusiastically, “With ERP we are able to offer the highest quality service to our retail partners in the Netherlands, Belgium and Germany, and to our wholesalers and retail partners abroad. SAP investments are not costs for us - they generate profit. SAP provides our retail partners peace of mind. They no longer have to enter all the data on our 5,000 products manually in their web sites. We provide this automatically via our system, including images and specifications.”

“Thanks to SAP ERP and mYuice Protrade, we take the entire logistics process out of our partners’ hands by supplying end customers directly under their name. Would they prefer to use another approach, where consumers can make an additional purchase of something they see in a physical shop? Not a problem - we can adapt easily to any preferences.”

“Because our ERP system works almost flawlessly, I can spend up to 80% of my time on innovation, even during this crisis period when many competitors are having trouble keeping their heads above water. Ultimately, rapid product innovation is the best way to stay ahead of the competition, for example, purely Internet-based companies. We continuously focus on the added value for our clients, whether it is one of the 1,600 pet stores, a garden centre or a supermarket (with private labels) that periodically wants to conduct a campaign to attract more customers. We are sufficiently flexible to service customers of all sizes and at all locations.”



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Staying ahead of the competition

Van Riel Distripet & IPTS has stayed true to their familiar system with the implementation of SAP and mYuice Protrade. "To avoid risks. I can recommend this approach to everyone, since we can always add new options, at any time, due to the flexibility of SAP and ProTrade. I recommend that all small and medium-sized companies adopt ERP as soon as possible. The costs appear high, but the return can be over 200% - my own experience shows this to be true", Van Riel states.

Van Riel's plans for the future are highly ambitious. mYuice Protrade can help, for example, with mobile innovations. "The emergence of mobile applications is a new challenge for us and for our customers. We want to add an option to provide our products with a label, through which consumers can access extensive additional product information using a mobile device, such as a smartphone or tablet. This will save significant time for retailers - another way to provide them relief."





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