



METROPOLIS TECHNOLOGY

PROFESSIONAL HAIR CARE PIONEER REACHES NEW HEIGHTS WITH SAP® BUSINESS ONE

“With SAP Business One, our processes are more efficient and more accurate, and we’re better able to service our customers.”

Lori Fasan, Co-Owner, Metropolis Technology

QUICK FACTS

Company

- Name: Metropolis Technology
- Location: Burbank, California
- Industry: Consumer products
- Products and services: Professional hair care products including dryers, styling irons, shampoos, conditioners, and accessories
- Revenue: US\$2.4 million
- Employees: 8
- Web site: www.metropolistechnology.com
- Implementation partner: Covient Inc.

Challenges and Opportunities

- Gain better visibility and control across operations
- Avoid double data entry
- Process orders more quickly
- Improve customer service
- Establish a more professional image

Objectives

- Implement an integrated software solution with functionality to manage the entire business and improve business process efficiency
- Centralize company data and enable instant visibility across the organization to improve operational control
- Enhance reporting functionality to improve business insight and support operational decisions
- Implement a scalable solution that can accommodate growth

SAP® Solutions and Services

SAP® Business One application

Implementation Highlights

- Engaged in a phased implementation approach
- Avoided customization to speed implementation and control costs
- Trained users on core functions before expanding training
- Supported the launch of a new line of business with minimal effort and cost

Why SAP

- Ability to meet core business needs in a single, integrated software solution
- Support for multilanguage operations
- Ability to quickly implement software
- Scalability of the software without incurring additional cost
- Software ease of use
- Flexible and powerful reporting
- Integrated credit card processing and online order placement

Benefits

- Reduced labor cost by eliminating redundant data entry and errors and enabling integrated online order placement
- Increased user and transaction-based security to avoid costly order-entry mistakes
- Improved service and inventory accuracy by centralizing data
- Controlled IT costs by enabling multicompany setup at no additional cost
- Enabled integrated credit card processing to improve efficiency

When Metropolis Technology started selling its innovative hairstyling tools in 1997, sales were modest. But thanks to successful branding efforts and the positive experiences of professional hairstylists in the fashion and entertainment industries, business has boomed for the Burbank, California-based company. With sales of US\$2.4 million and 8 employees, Metropolis now sells its products worldwide. To manage its expanding business, the company decided to implement the SAP® Business One application.

Keeping Pace with Growth

Metropolis had been using stand-alone software solutions, including MYOB accounting software, to manage its operations, but the disparate software environment had become problematic for the company. According to Metropolis co-owner Lori Fasan, “We couldn’t clearly see what we had in inventory, which created problems with shortages and delivery dates. Plus we had a lot of redundant data entry throughout our sales, billing, and shipping processes, and this presented opportunities for errors.”

Exploring New Software

Metropolis wanted to retire its legacy software and adopt an integrated solution that would streamline business processes and enable better visibility and control. “We looked at several software solutions including NetSuite and Microsoft Dynamics GP,” Fasan explains. During a meeting with Covient Inc., an authorized SAP channel partner for SAP Business One, Metropolis learned about the SAP

Business One application and the decision became clear. “We became very excited when we saw all we would be able to do with the software,” Fasan explains. “We didn’t have to worry about how many modules, how many users, or how we would handle multiple currencies and languages. We could manage our entire business with SAP Business One.”

Speeding the Time to Value

Covient implemented SAP Business One for Metropolis in phases, focusing on core functionality first. The software did not require any customization; Covient formatted business forms by changing fields and added logos and colors to match Metropolis branding. The core functionality was up and running within four months. “We trained employees both in person and online. We made sure they were comfortable with the new processes, conducting function-to-function comparisons with the old way of doing things before retiring our legacy software,” Fasan adds.

Realizing Immediate Benefits

Certain aspects of the software had the greatest immediate impact for Metropolis, including its inclusive, integrated functionality, ease of use, and real-time inventory tracking. “We realized tremendous value right away,” Fasan says. “We have much greater visibility and control now. When our people record a sale, the software forces them to remove the item from inventory. If an order changes, they can’t just cancel it. They have to use the software to enter the item back in stock so our inventory count is always accurate.”

Improving Service

By implementing SAP Business One, Metropolis has been able to centralize master data, which has helped the company improve customer service. “Besides being able to process orders much more quickly, we can respond more quickly if a customer calls to see where their product is. We can go online and see everything – the status of the order, if it has been shipped, and when it was shipped,” Fasan adds.

Supporting Growth with Minimal Cost

A year after the phase one implementation, Metropolis expanded its operations by opening a new business – Macadamia Natural Oil – which focuses primarily on shampoos and conditioners. During phase two, processes for the new business were added to the company’s existing SAP Business One footprint with no additional



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license fees. “We’re realizing tremendous value from our investment. If it weren’t for SAP Business One, we would have had to buy new software for the Macadamia business. Now our existing staff can handle the additional order volume and they don’t have to be trained on new software,” Fasan says.

During phase two, Metropolis also gained online ordering and credit card-processing functionality for the Macadamia product line. “Our business is growing quickly, and we’ve been able to support the growth

easier. I can see the entire sales-to-shipping process, identify errors, and then make sure that we avoid them next time around.”

Increasing Operational Control

SAP Business One has helped Metropolis management keep close tabs on operations while supporting sales and marketing efforts at trade shows and other grooming business opportunities. “As the owner of two businesses, I must know what’s happening in the company,”

costs. The company is also planning an upgrade to the most recent version of SAP Business One. “We would like to leverage the report writing and dashboard functionality available in that version,” Fasan adds. “There are always more things you can do to streamline processes and become more automated. We plan to continue to explore those possibilities for our business with the SAP Business One application.”

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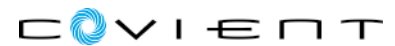
Improving Security While Avoiding Mistakes

The user- and transaction-based security functionality in SAP Business One has helped Metropolis catch expensive order entry mistakes. “Before, if there was a mistake, we’d have to go through all our papers to try to figure out what happened,” explains Fasan. “Now it’s much

Fasan explains. “We needed a tool that would provide access to order information immediately – not a week later when sales were posted. SAP Business One has provided us with that insight and visibility. It tells me all the things I need to know.”

Looking Ahead

While Metropolis is realizing a healthy return on its investment in SAP Business One, the company is looking to add to its positive experiences. Metropolis is integrating its shipping processes with UPS to streamline those efforts and reduce



Covient specializes in helping businesses improve their efficiency and become more competitive by deploying powerful software solutions such as SAP Business One.

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