



ARABESQUE

ONE OF THE LARGEST SAP ERP IMPLEMENTATIONS IN ROMANIA

“Through consultations with our SAP partner, meaning Fair Value company, we got the confirmation that we chose the solution that would satisfy our targeted development requirements. The fact that we received the information that we required in such a short time has increased our faith in the choice we made.”

Dorin Calvarasanu,
IT Manager of
Arabesque

SUMMARY

Company

- Name: ARABESQUE
- Location: Bucharest
- Industry: distribution
- Products and services: construction and interior decoration materials
- Website: www.arabesque.ro

Challenges and opportunities

- Software tools that could no longer handle our future business needs
- Outdated management/accounting system
- The maintenance of applications had become a difficult task
- The existing applications were partially integrated, requiring periodic data imports and exports and, furthermore, were not in real time.
- Streamlining of certain operations and a better control of processes

Objectives

- Standardization of Arabesque business processes according to international practices
- The implementation methodology and the functionalities had to deal with the specific requirements of large companies
- Understanding the best practices package and shaping or adapting it to the company's policies

SAP Solutions and services

- SAP ERP

Implementation characteristics

The implemented modules included: the Financial (FI), Assets (AA), Controlling (CO), Sale and Distribution (SD), Material Management (MM), Transportation and Retail modules

Why SAP?

- The desire to ensure that the company has a solid path from a business process standpoint; the IT department thought out as a business consultancy firm
- SAP is a company asset and it increases its market value
- SAP is used to further separate the company from its market competitors
- The flexibility of the solution and the possibility that it responds to the growth needs for the following 7-10 years, by adding additional modules

Implementation partner

FairValue

Existing infrastructure

- Servers: INTEL
- Database: Oracle RAC
- The existing communication infrastructure was used

ARABESQUE

THE SAP IMPLEMENTATION AT ARABESQUE IS A FIRST FOR ROMANIA

Arabesque is the largest Romanian distributor of construction materials, with 18 branches in the most important cities. More than 3,500 employees work for the company in commercial centers whose total surface is more than 300,000 sqm and a fleet of approximately 2,000 vehicles.

Starting with 2005, Arabesque is also present on the neighbouring emerging market, namely the Republic of Moldova, Bulgaria, Serbia and Ukraine. In the last financial year, Arabesque recorded a turnover of more than EUR 550 million.

“Since we managed to solve most of the issues that surfaced during the implementation process, I would say that the relations with Fair Value and with SAP was one of collaboration and support.”

The decision to buy the SAP ERP solution came after the market was analysed in search of a solution that could handle the business challenges and the development plans of the company. Also, the information solution had to be comparable with the existing solutions in the EU, so the knowledge that SAP owns 60% of this market has

been taken into account. The solidity and reliability from an IT standpoint were essential for choosing the application. The criteria used in choosing the SAP partner were flexibility and the capacity to scale the team according to the project's needs.

Dorin Calvarasanu, IT Manager of Arabesque: “SAP and Fair Value are a bet we have won.”

18 months after Arabesque started using SAP, the IT Manager of Arabesque confirms that the project was a success. He adds that the system worked from the very first moment and that it ensured business continuity, which is extremely important when switching IT systems. A normal stage in a project this size followed, namely the optimization, in order to stabilize and streamline processes.

“Today, we have a stable SAP platform that allows the support of a business management strategy. At this time, we are adding the specialized management analysis and reporting solution SAP Business Objects to the SAP ERP platform”, says Dorin Calvarasanu.

Fair Value was chosen as a SAP implementation specialist after a careful analysis of the market of business solutions suppliers for Romania. At first sight, the choice surprised many people, since, at the time, Fair Value was a niche company, specialized in the implementation of SAP solutions in medium sized companies.

But the Fair Value counsellors had important experience in SAP deployments in the private field and they have, over time, proven that they have the capacity to finish what they started.

“The most important benefits are process control, getting information quickly and tracking actions.”

Also, it was important for Arabesque that the supplier was flexible and in the same time owned a simple and efficient decision process, that quickly unblocks unforeseen situations that occur during such projects.

“A year and a half after switching to SAP, reality confirms that choosing SAP and Fair Value was a winning bet”, considers Calvarasanu.

Important advantages of the integrator during the implementation were the expertise of key personnel in the project team and the ability of everyone involved to mobilize in order to finalize the project, although they had to surpass their limits many times to solve various situations.

“With more than 500 users since its first moment after the launch, the Arabesque implementation is the largest and most complex SAP project carried out in a private Romanian company.”

Metodiu Mehmet,
Founder and general manager of
Fair Value

What Arabesque obtained from the project

- Unifying customer, supplier and item databases, from a workplace to a central level
- Centralized management of pricing policies, discounts, promotions, discount agreements
- Integrated management of main processes and increasing the number of processes managed in the new IT system
- Real-time representation of all daily financial/accounting activities
- Implementation of a Controlling concept
- Obtaining a first set of reports required for carrying out the activity
- Real-time access to information
- Eliminating some redundant activities (file imports, manual data synchronization over different systems)
- Better data analysis through dynamic reports with drill down functionalities
- Legal reporting is now an automated process
- Accounting notes in logistics processes are automatically generated
- IT and business processes are standardized at enterprise level
- Solid base for company development due to the availability of implementing new modules that cover the future needs of the company
- Adopting more mature processes and validating existing processes by comparing with the best practice supplied by SAP
- Better business control through better expense and income tracking



About SAP

SAP is the leading supplier of IT business solutions in the world. SAP uses its extensive experience to offer a full array of solutions for all business needs.

By using SAP solutions, enterprises of all sizes, including small and medium enterprises, reduce their costs, improve their performance and gain the ability to adapt to the changes in the business environment.

The SAP solutions are specific solutions, customized to your company's field of activity, and not general solution; integrated solutions that provide complete functionalities, and not partial applications; solutions that are easy to implement and manage and that can be expanded as the company develops.

About Fair Value

For more than 10 years, Fair Value provides complex business solutions based on SAP, the most powerful business suite in the world.

In 2007, Fair Values becomes SAP Gold Partner and currently is the most reputed SAP partner for the private environment, with more than 30 complex implementations in companies of all sizes, active in fields such as retail and distribution, services, constructions or production.

Besides the consulting services for the implementation of ERP, CRM and eCommerce solutions, Fair Value also develops proprietary intellectual property with the new SAP technologies, such as mobile applications, performance management solutions and BI solutions.

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