

SAP Business One and the
Proliferation of Technology
SAP Business One



Name of Speaker, **RAJEEV SAXENA**
Director – SE
SAP India

Date 06th June 2008

SAMEER BHOYAR
IT Division Head
Sony India Pvt. Ltd

Target Market

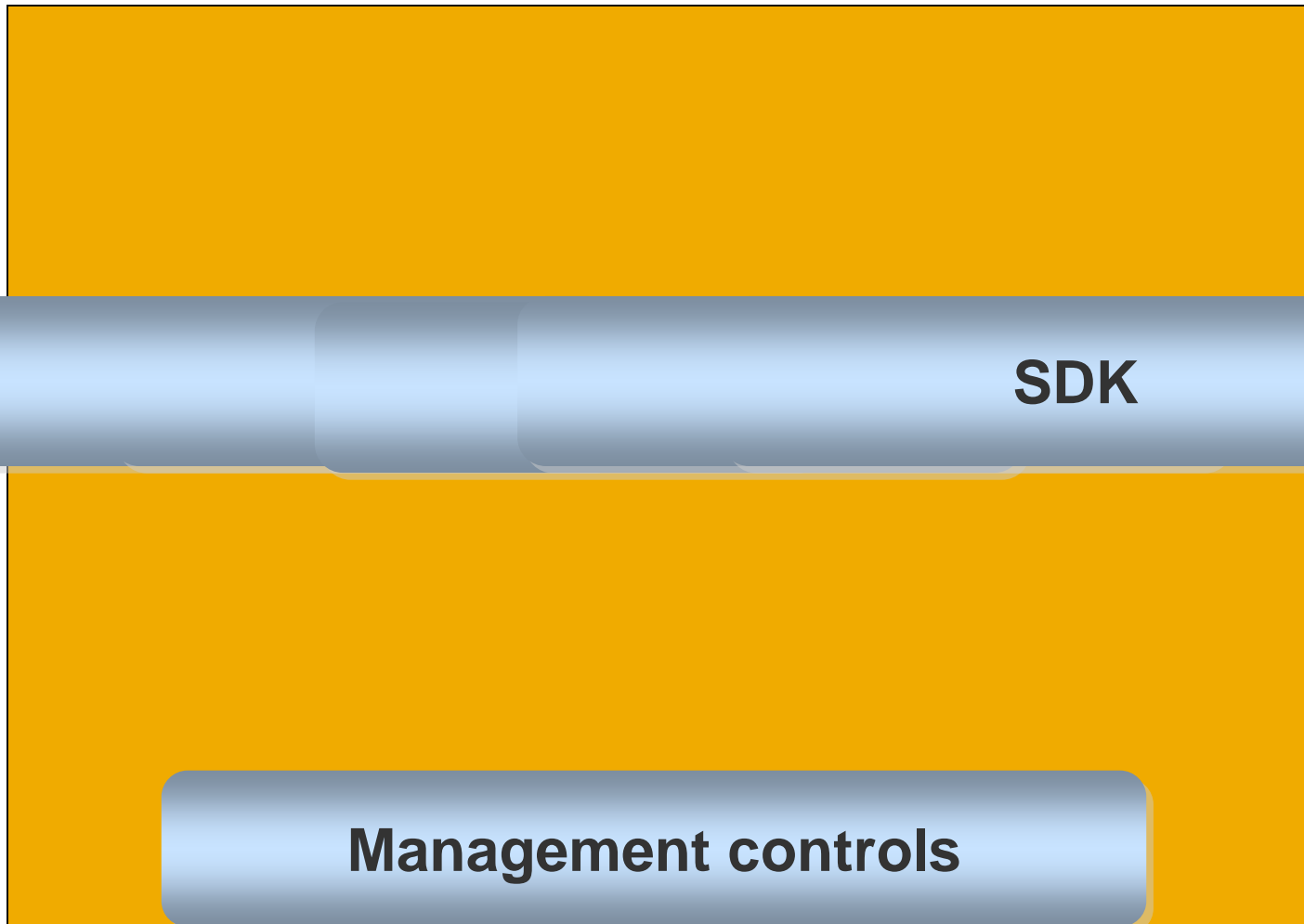


	Small Business		Mid-Market	Enterprise
Characteristics	Very Small Business	Small Business		
Turnover	< 30 cr	31 – 60 cr	61 – 1500 cr	> 1500 cr
# PCs	<	5 -100 PCs	100-500 PCs	>500 PCs
# Employees	10	10-200	200-1500	>1500
Average IT Spend (INR)	< .5K	.05 – .25 Cr	0.25 to 1.5 Cr	9 to 200 Cr

Business One

Note: Primary Focus is Small Business, however, business shall also come from Mid Market and Very Small Business

One application serving the entire business



Business at the Click of a Button

SAP Business One Product Coverage



General Technologies (Drag & Relate; Alerts; UI Customization...)

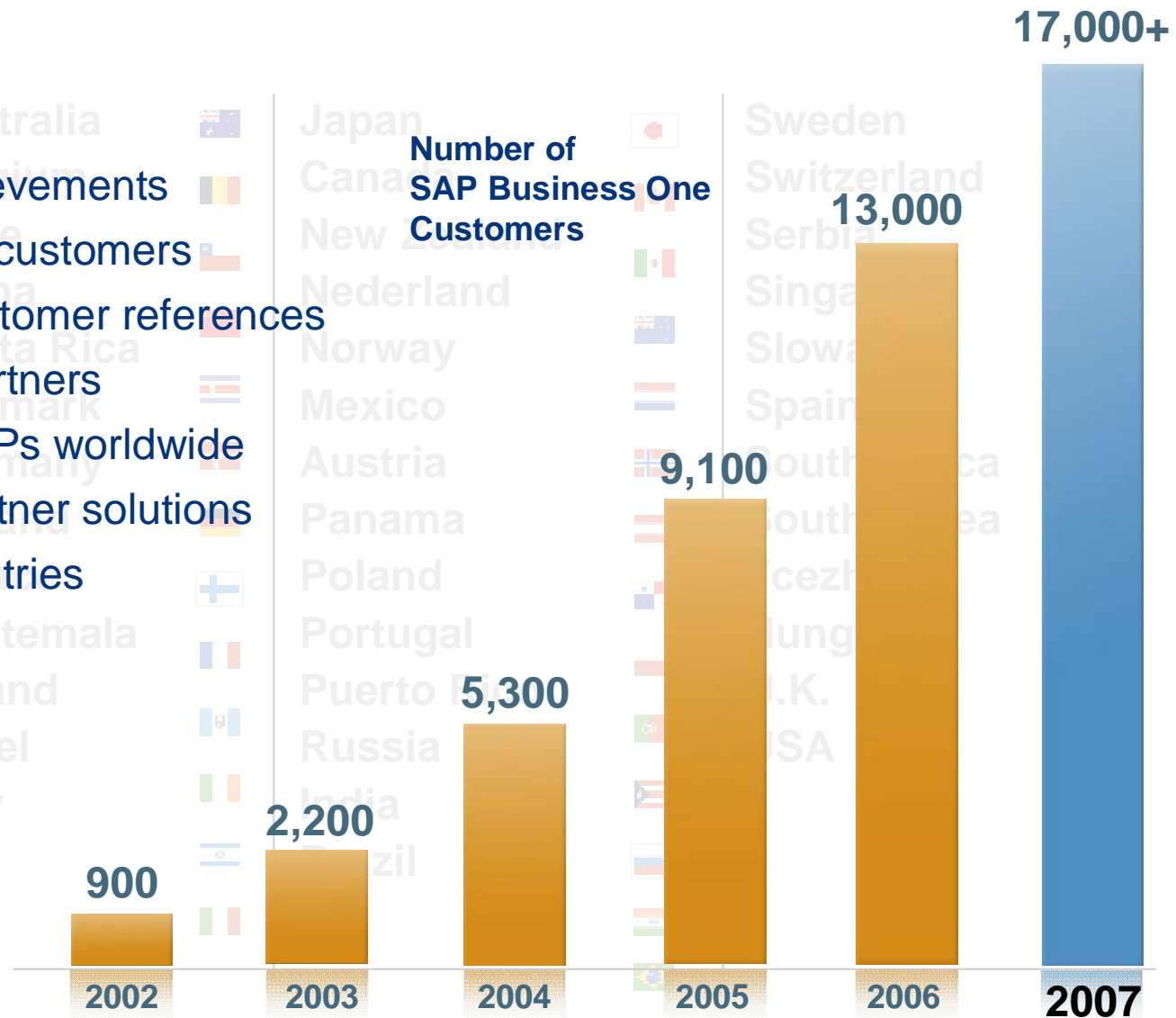
Financials	Sales	Service	Purchase	Inventory	Manufacturing
Chart of accounts Accounts Segments Journal entry Journal Voucher Recurrent transaction Multi-currency Exchange rate Financial Reports Budget Cost Centers Sales Tax Multiple periods Deposit Checks Credits Receipt Deferred Payment Bank Statement and reconciliation	Quotation Order Drop Ship Invoice Delivery Return Multi-currency price lists Client management Gross profit calculation Contact Management Opportunities and Pipeline Management Outlook Integration	Service contract management Service planning Customer tracking across interactions Knowledge Database Service Call Management	Purchase order Purchase delivery Purchase return Purchase invoice Purchase Credit note Landed Cost	Items management Item Query Price List Receipt to Stock Release from Stock Stock transactions Warehouse Transfer Serial Numbers Batches Management Pick and Pack Kitting	Bill of Materials Production Orders Forecasting MRP Wizard Recommendation Report

Software Development Kit

Trusted by Businesses Around the World



- 2007 Achievements**
- 17,000+ customers
 - 1642 customer references
 - 1,343 partners
 - 160+ SSPs worldwide
 - 450+ partner solutions
 - 40+ countries



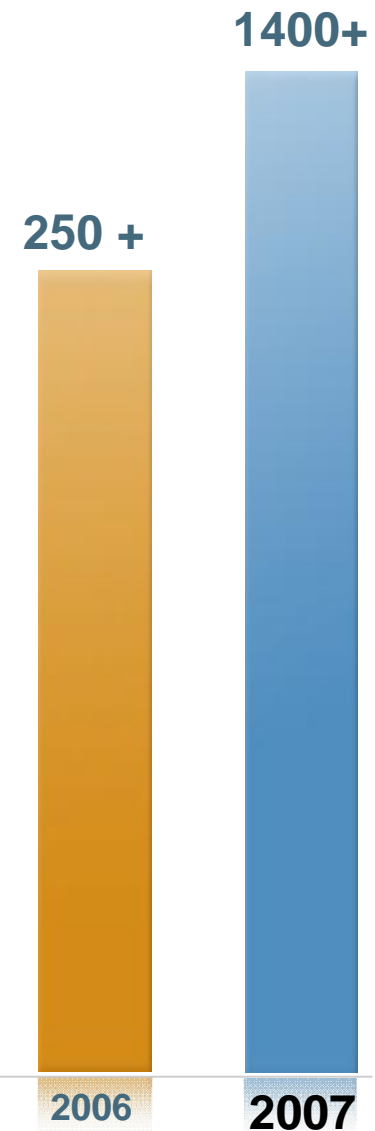
Trusted by Businesses in India



2007 Achievements

- 1400+ New names
- 3 Distributors
- 100+ partners
- 45+ Partner Solutions

Number of
SAP Business One
Customers Add



SAP Business One and the
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Sony Experience



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Sony Experience



Company Profile

Face of Sony Retail in India

System Architecture

Sony-Dealers Setup

Benefits of SBO to Sony

COMPANY PROFILE



Managing Director: Mr. Masaru Tamagawa

Date of Establishment: Nov, 17th, 1994

Head Office: New Delhi

Staff Strength: 750+

Share Holding: 100% Subsidiary

Operations:

a) Marketing, Sales & Service

Branches:21

Sony World/Exclusive(SONY Shop): 300+

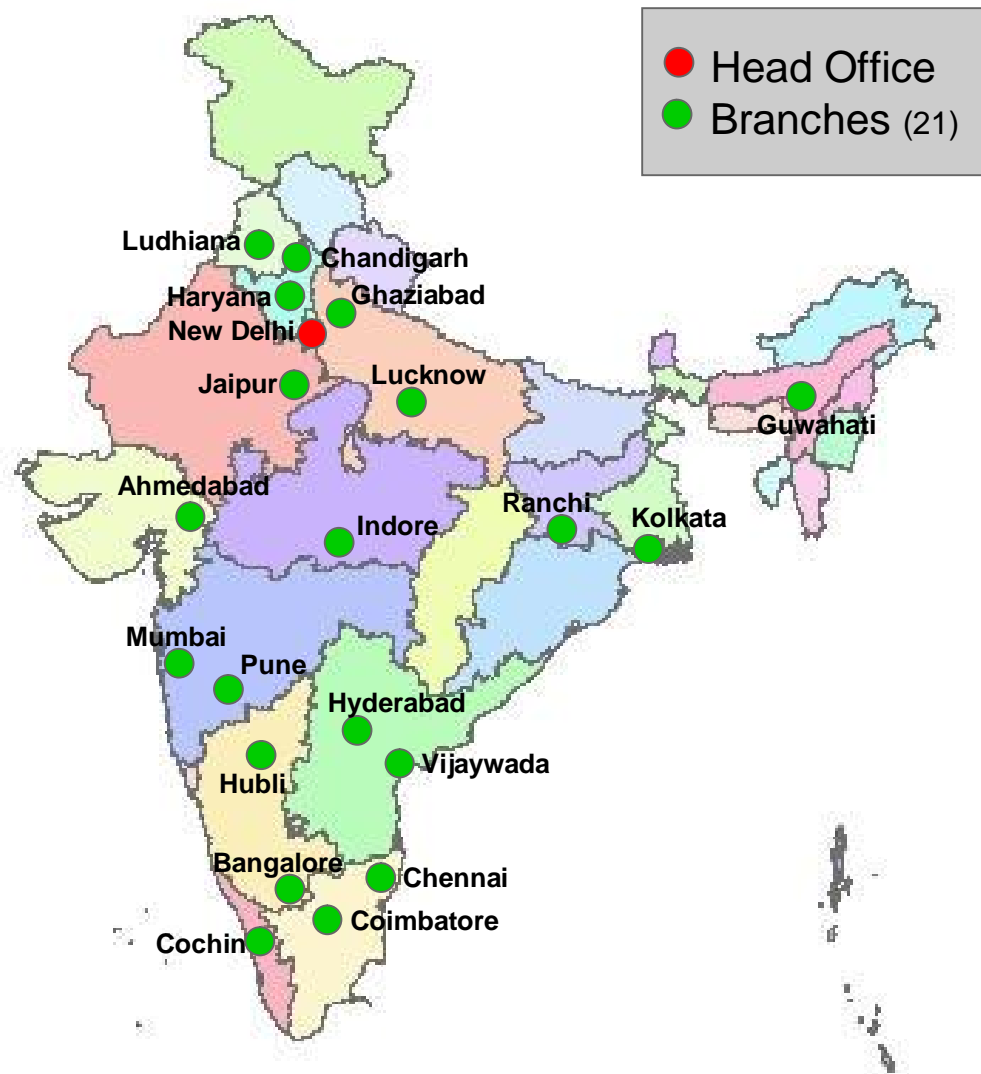
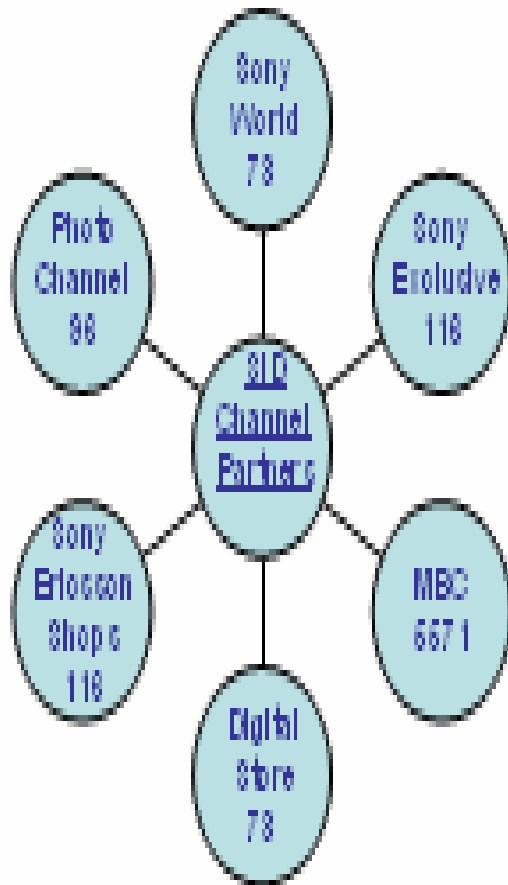
Authorized Service Centers: 180+

b) Sony India Software Center(Development Center), Bangalore

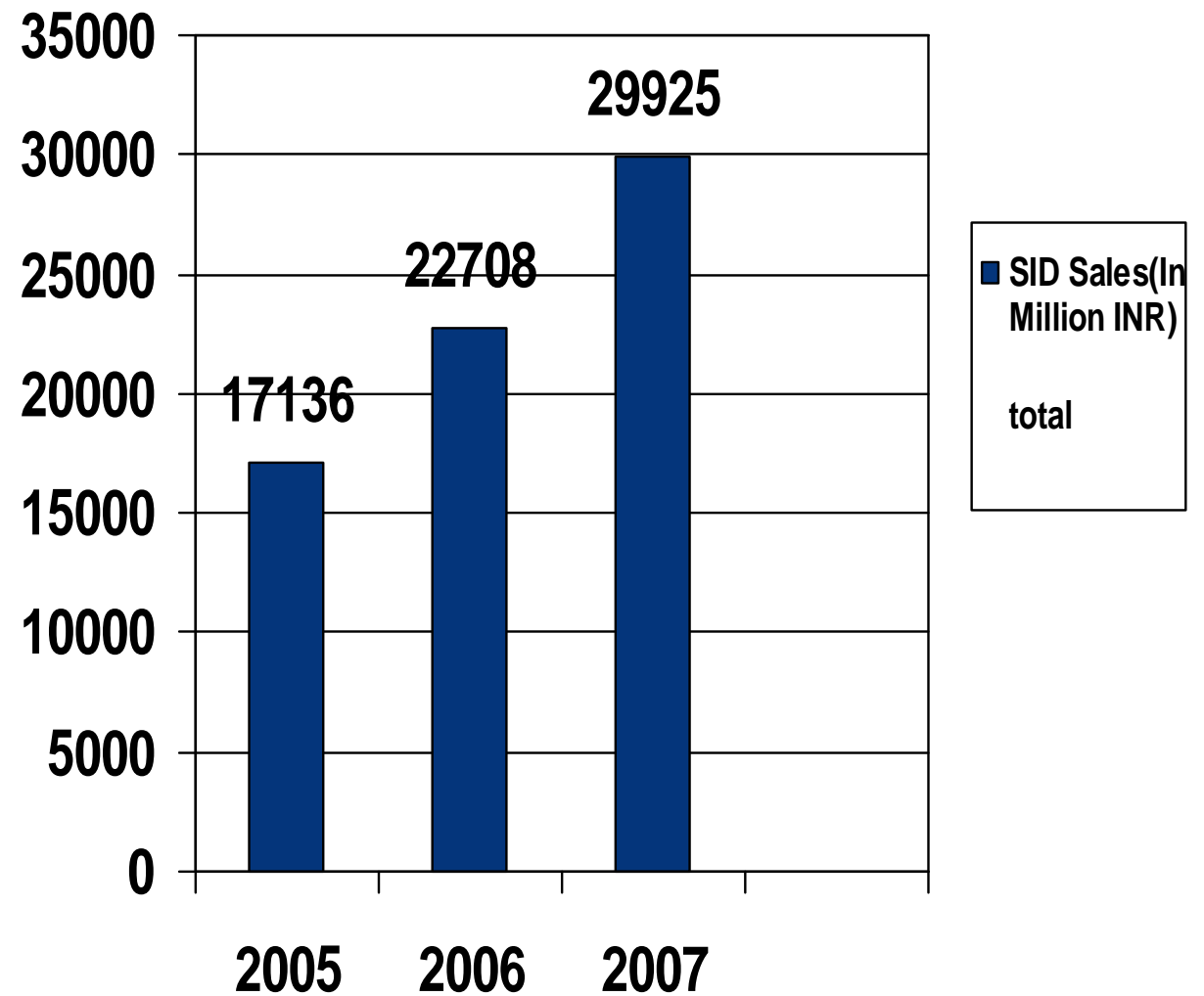
(i) Software Architecture Division – Embedded Software

(ii) ORMC Bangalore Division – Application Software

ELECTRONICS SALES AND MARKETING SCALE



Sony India Growth



Agenda



Company Profile

Face of Sony Retail in India

System Architecture

Sony-Dealers Setup

Benefits of SBO to Sony

FACE OF SONY RETAIL IN INDIA



300+ Franchises

35% of Electronic Sales

Our Retail Network		
FY05	FY06	FY07
170	208	300

Rationale For Unified System



To Collect Secondary Sales Info For Better
Planning & Prompt Reaction To Market Needs



And

To Have A Closed Loop Supply Chain Right
From End Customers To Suppliers



Agenda



Company Profile

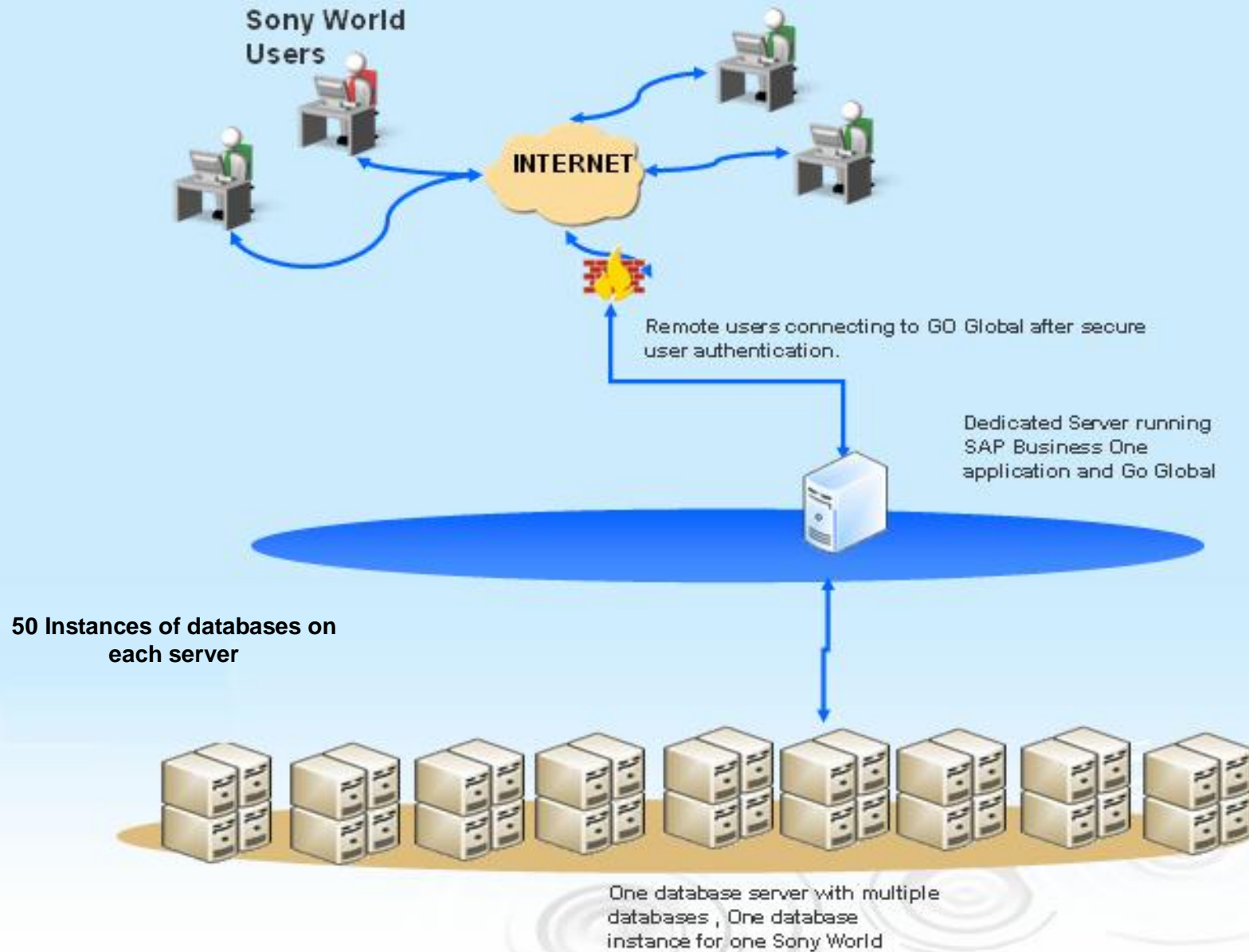
Face of Sony Retail in India

System Architecture

Sony-Dealers Setup

Benefits of SBO to Sony

ARCHITECTURE



Agenda



Company Profile

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System Architecture

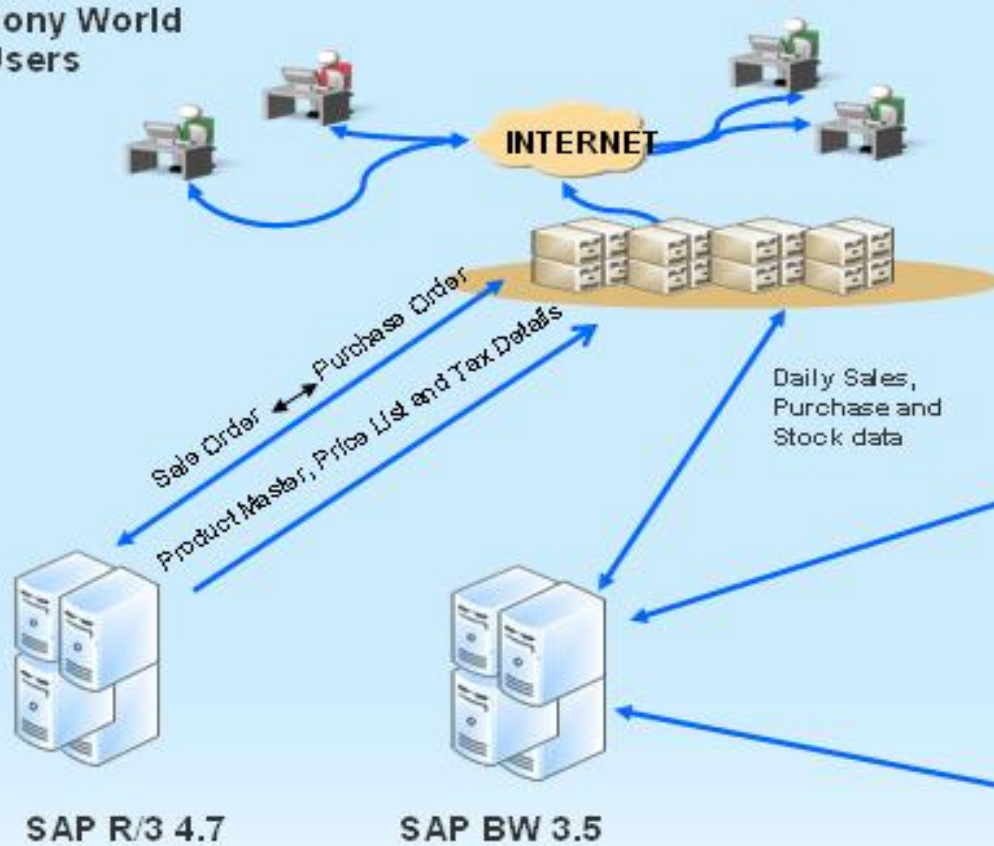
Sony-Dealers Setup

Benefits of SBO to Sony

SONY DEALERS SETUP



Sony World Users



Planning and Forecasting:

- Extrapolate to 100%
- Use as a reference
- Send Purchase Forecast to Sony Factories

Secondary Sales Analyses:

- Model-wise, Category-wise data
- Trend Analysis, New Model Introduction
- Stock Compensation

Agenda



Company Profile

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System Architecture

Sony-Dealers Setup

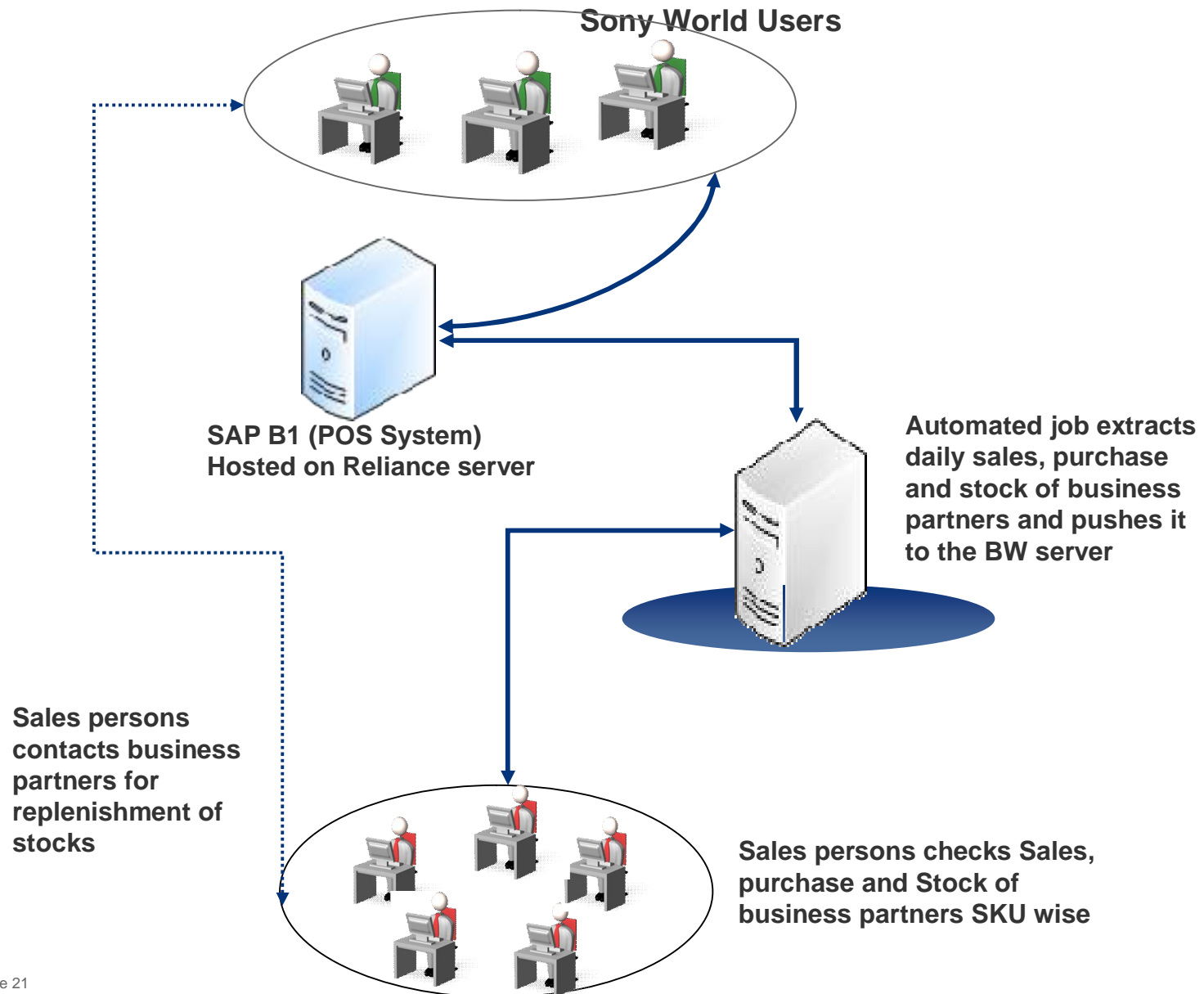
Benefits of SBO of SONY

BENEFITS OF SBO SETUP



- ❖ **A Complete ERP System**
- ❖ **Robust solution backed with SAP's strong commitment and knowledgeable resource pool**
- ❖ **No additional hardware requirement**
- ❖ **Any where Any time connectivity through Internet using highly secure 128 bit encrypted SSL connectivity**
- ❖ **Connectivity possible using any narrowband / broadband / dialup Internet link**
- ❖ **Uptime guaranteed by SLA**
- ❖ **Very high Data Security and privacy by multiple means including SSL, Firewalls, Intrusion Detection and Protection systems, antivirus agents**
- ❖ **Disaster recovery and Business continuity is taken care of**
- ❖ **Fully managed solution with 24*7 Technical Support**
- ❖ **Maintenance and Changes can be centrally managed and rolled out**

PROCESS FLOW



BENEFITS TO PARTNERS



Report format

Dealer Name	Division	Category	Model	Last Month Sale	MTD Sale	Yesterday's Sale	Stock
Name	Name	Name	Name	71	35	11	21
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 26	KLV-26U300A ME1	15	11	6	4
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 26	KLV-26V300A IN5	3	0	0	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 32	KLV-32S310A E32	1	1	0	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 32	KLV-32V300A IN5	12	3	0	3
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 32	KLV-32S310A IN5	0	1	0	3
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 40	KLV-40W300A ME1	1	0	0	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 40	KLV-40V300A IN5	6	6	1	2
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 40	KLV-40S310A IN5	1	1	0	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 40	KLV-40W400A IN5	1	0	0	2
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 46	KLV-46W300A/E32	11	8	2	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 46	KLV-46V300A E32	9	0	0	0
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 46	KLV-46W400A IN5	8	0	0	1
SONY WORLD - 1	Colour Tel (CTV)	LCD TV 52	KLV-52X350A/ E32	3	4	2	0

- Timely replenishment of stock
- Faster processing of stock compensation
- Proactive clearance of Dead Inventory with the help of SONY India
- No requirement of local IT support
- Disaster recovery possible with minimum downtime

Thank you!