

**Business-All-in-One  
SAP Mid-Market Solutions**

## **SAP FOR THE MULTI-BRANCH & TRADE COUNTER BUSINESS**

**A FULLY INTEGRATED FRONT AND BACK OFFICE  
WHOLESALE & DISTRIBUTION SOLUTION**



### **BENEFITS**

As a result of its highly focused functionality, SAP for the Multi-Branch and Trade Counter Business enables you to:

- ❖ Highly configurable screens that can be tailored to meet your requirements and automate business processes
- ❖ Rapidly check products, prices, customer information
- ❖ Enter orders quickly and simply, for trade accounts and the public for cash/ credit card sales
- ❖ Manage charge backs, rebates & returns
- ❖ Review product availability across all branches / trade counters
- ❖ Gain unique insights into the profitability of product lines, customers, branches and trade counters
- ❖ Support Inter-Branch Transfers
- ❖ Support central and regional distribution centres
- ❖ Standardise on industry best practices throughout your entire organisation

SAP for the Multi Branch & Trade Counter Business is one of a unique set of SAP Business-All-in-One solutions from Chelford SAP Solutions. The solution delivers a fully integrated, front and back office system based on the world leading provider of software—SAP. Based on Chelford’s extensive industry experience, it incorporates preconfigured functionality which meets the specific needs of Multi-branch and trade counter businesses that have multiple branches or trade counters.

### **A FULLY INTEGRATED FRONT AND BACK OFFICE WHOLESALE & DISTRIBUTION SOLUTION**

To ensure long-term growth in sales volume, Multi-branch and trade counter businesses have to accommodate an enormous variety of highly specific requirements. From pinpointing exact customer wishes out of portfolios of thousands of similar products to determining availability of a product and its closest stock location, you are often faced with a wide range of questions that need to be answered, within seconds. Added to that, customers also expect discounts and the lowest prices combined with high availability and fast delivery. So, when it comes to choosing a business solution, it follows that a one-size-fits-all Multi-branch and trade counter system just won’t do. Such systems simply will not deliver the specific functionality and, more importantly, the detailed insight into their business that the Multi-branch and trade counter company demands.

### **DESIGNED FOR YOUR BUSINESS**

A multi-site Multi-branch and trade counter business requires a tried and tested solution that enables the organisation to be viewed from many different vantage points. How is the business performing as a whole? Is one branch more successful in comparison to others? Depending on the situation, a manager may need to view the performance of an individual sales person, product, product range, branch, delivery route, as well as gaining a broad overview of the health and profitability of the business. Chelford have taken the relevant functionality and best practices from SAP’s unrivalled business solutions and configured them to address these requirements.

### **A BROAD RANGE OF CORE MODULES**

The solution is built on a broad range of core modules from SAP’s market leading Business Suite. These include Enterprise Management, Financial and Management Accounting, Customer Relationship Management, Sales Order Management, Supply Chain Management, Quality Management and Stock & Warehouse Control. Together these modules form the backbone of a companywide, integrated system that will start achieving a return on your initial investment quickly.



**SUPPLEMENTED BY SPECIFIC ORDER MANAGEMENT CAPABILITIES**

SAP for the Multi Branch & Trade Counter Business goes one step further than a business system, because it is specifically configured to provide the capabilities your business requires.

**STREAMLINED SALES ORDER MANAGEMENT**

Designed to speed up your sales process, the solution features give your sales department a powerful tool to provide all of the information a customer needs – quickly and reliably. This not only reduces administrative effort by providing the facts they need in an easy-to-access overview; giving customers details on availability and customer-specific pricing almost immediately contributes greatly to increasing customer satisfaction and maximizing your profitability.

**PAYMENT MANAGEMENT**

When dealing with account holders, as well as cash paying customers, the ability to manage a wide variety of payment methods, often combined on one order is vital. You can reconcile cash, credit card, account, payment card and voucher payments with your till as well as knowing that it is all fully integrated into the financial side of the solution.

**POWERFUL SEARCH PROCESS FOR KNOWN MATERIALS AND SUPPLIER CATALOGUE PRODUCTS**

With sales orders becoming increasingly complex, finding the right product is critical. Powerful search engine functions for known materials and for supplier catalogue products now simplify complex search queries and find products quicker.

**DISPLAY OF MULTI BRANCH AVAILABILITY**

Performance has been optimized with an intuitive view of availability of stock for selected branches A traffic-light signalling system lets you know where products are available with what stock quantity, whether from your own branch, from branches defined as close by, or from other branches. Icons indicate if items can be delivered immediately or by available-to-promise (ATP) delivery dates, enabling you to inform customers reliably.

**SIMPLIFIED MATERIAL CREATION FOR CATALOGUE PRODUCTS**

To ensure lean materials management, you depend on third-party suppliers' catalogues to find the required product from potentially millions of supplier products. Powerful sales order enhancements let you optimize supply chains by searching through supplier catalogue products all on the same screen. You can use the supplier catalogue search results to create new materials on the fly.

Existence checks prevent creation of duplicate materials. This improves inventory management and contributes to your company's viability by empowering you to give customers what they want – both to fit their tight schedules and in the long term.



**COMPREHENSIVE PRODUCT INFORMATION**

Besides search enhancements for sales orders, the new material view displays a wealth of information on single items. After entering the item in the sales order – either on the basis of a search result or with the material number – the material view can be called to list data on dimensions and alternative materials, contact details for the regular vendor, ATP information, and price information. With a detailed history of a customer's previous orders and prices, you can give customer-specific discounts, yet another measure by which you keep customer satisfaction high.

**FINANCIAL/MANAGEMENT REPORTING**

Reporting on and analyzing data and information is critical. The solution provides comprehensive tools for profitability and sales reporting, standard trade reporting for VAT, Intrastat and EC Sales List, operational reports for financial statements and cash flow. Tools for user defined queries, on-line analysis and export to Excel allow provides a flexible and easy to use reporting capability.

**OPTIMISED PROCUREMENT PLANNING**

Quickly identifying savings opportunities across the branch network through accurate, aggregated spend reporting and analysis is just as important as being able to deliver sustainable savings through powerful and efficient sourcing capabilities. The solutions' procurement management functionality can help you automate, simplify, and accelerate source-to-pay processes for goods and services.

**PROVEN IMPLEMENTATION METHODOLOGY**

Chelford's attention to detail has not only been put into the functionality of solution. It has also been used to develop automated implementation procedures. As a result, deployment times are reduced substantially, as are the associated risks, ensuring you gain the fastest possible time to benefit.

**To ensure long-term customer loyalty, you must provide precise product information quicker than ever. This means bringing together a range of processes in an easy-to-access overview. With a unique range of enhancements to the sales order management solution, the SAP for Multi-branch and trade counter solution portfolio makes searching for products more efficient. With fewer process steps, you answer customer questions quicker and more reliably, keeping customers satisfied and increasing profitability.**

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