



Customer

- Omni United (S) Pte Ltd

Market:

- Automotive tire design, sales & marketing

Challenges:

- Inefficient 'Order to Cash' business process
- Inadequate implementation of best practices
- Cumbersome and slow financial closing
- Loose integration of finance and accounting for all entities across the globe
- Insufficient real-time information across functions

Solution

- SAP ECC 6.0

Results

- More efficient and effective 'Order to Cash' process
- More comprehensive implementation of best practices
- Improved financial procedures and therefore better cash flow
- Stronger integration of finance and accounting globally
- Greater real-time information providing better visibility and service

Solution Partner

- NEC Asia Pacific Pte Ltd

OMNI UNITED

The road to success is never an easy one, but Omni United has found that with the right travelling companions, the journey there can be much smoother.

When climbing a mountain, it's often the case that the slopes get steeper as one gets closer to the summit. Similarly, in the world of business, as a company inches nearer to ultimate success, the route often becomes even more demanding. Such is the case with Omni United, a company that's been making tracks across the region as a leading name in automotive tire design, sales and marketing.

Going On A Roll With A Perfect Solution

Rolling on its way to the billion-dollar mark with a globalised clientele network of retailers and manufacturers, the scale and complexity of Omni United's business simply demanded better and neater management with each passing year. Putting their heads together, the management team identified several key areas that were to need a boost if the company was to be set to hit an all-time high:

- Improved business process from 'Order to Cash'
- Better maintenance of best practices
- More streamlined and faster financial closing
- Tighter integration of finance and accounting for all entities across the globe
- Greater real-time information across functions

Omni United's natural choice of a partner to achieve these goals was none other than NEC. As an existing vendor to the company, NEC was already highly familiar with their people and processes. The company was also swayed by NEC's diverse and impressive track record across the region, made possible by the dedicated people and solid infrastructure. Responding to this client's trust in its capabilities, NEC put on their finest show yet with the SAP ECC 6.0, delivering a cloud-based solution that added wings to an already very successful business.

Running a billion-dollar business is bound to be a big job, especially when the company in question insists on always keeping up best-in-class customer service, delivering only the finest products and solutions on-the-dot. NEC made the entire experience easier for everyone in Omni United by simplifying and streamlining previously cumbersome business processes. Better synchronisation and higher visibility also meant a much higher degree of precision and efficiency in handling orders, and lower costs arising from errors and delays.

Implementation of SAP ECC 6.0 took place over a period of five months. Partly due to the intrinsic design of the solution, and partly due to the highly competent team, implementation was executed smoothly and completed on schedule over a number of stages in Omni United's offices in Singapore, USA and the Middle East.

Better And Brighter Business All Round

With the multiple capabilities of SAP ECC 6.0 and the versatility of Cloud, Omni United has found maintaining top-grade customer service a more manageable task. Up-to-the-minute updates on all orders and shipments mean it has become much easier to rectify any anomaly and respond promptly to customer's inquiries. A much higher degree of visibility of information across the board offers management the means for better planning and control, and throws up critical intelligence to improve the business in all its key areas.

With SAP ECC 6.0 delivered on Cloud, Omni United enjoys a bonus of benefits in addition to the many enhancements to their business procedures. Using Cloud meant big savings in server space



Empowered by Innovation



“With the existing scale of our business and the speed at which we are growing, constantly finding new and better ways to get things done is not an option, but a critical necessity. SAP ECC 6.0 coupled with NEC's depth of experience in tailoring and implementing SAP solutions saw us enjoying dramatic improvements in almost every area of our operation. This is especially true in our business processes which are now simpler and faster, and the precise real-time information which greatly enhances our decision-making.”

Mr. G.S. Sareen, CEO, Founder and President of Omni United



and IT overheads, and users no longer had to put up with any lag in processing speed. A Cloud solution also makes it easier for the company to adopt SAP Best Practices, as well as enjoy all the advantages of 24/7 support.

NEC will also ready Omni United to eventually install a critical e-commerce component to the sales operations of the company, giving them an important tool to expand their sales amidst the global trend towards online business transactions. An e-commerce capability will also further enhance customer service, allowing both existing and new customers to place orders more easily and conveniently.

With a business that's already well on the way to the top given an extra boost, Omni United is already considering expanding their existing SAP ECC 6.0 set-up. And why not, when it's not just another solution, but a whole new highway for them to reach their ultimate destination!

About NEC ASIA PACIFIC PTE LTD

Singapore-based NEC Asia Pacific is the regional headquarters for NEC Corporation (HQ: Japan) in the Asia Pacific Region (South and Southeast Asia, and Oceania). As a leading infocomm technology provider and systems integrator offering regional sales and service support and consultancy, NEC APAC develops solutions on carrier network, global identity, RFID, enterprise server, unified communications, multimedia display, enterprise resource planning, and contact centre, as well as provides outsourcing and managed services.

To leverage on its technological expertise in the field of public safety, NEC APAC has established a regional competency centre (public safety) to expand its capabilities and expertise to support businesses in the Asia Pacific region.

In line with the NEC Group Vision to realise an information friendly society to humans and the earth, NEC also embarks on corporate social responsibilities (CSR) initiatives to support and “make a difference” to the Nature (environment), Education and Community.

Collaboration between NEC and SAP

To extend and enhance their capabilities to serve enterprise customers, NEC and SAP has forged a strong partnership, joining hands in a global alliance to undertake the joint development, marketing and sales of enterprise solutions. NEC was proudly named the first SAP® GOLD Partner in Southeast Asia for meeting stringent SAP quality criteria in key areas such as product knowledge, industry experience, pre- & post-sales capabilities and customer satisfaction.

The NEC-SAP collaboration has produced a strong synergy that continues to be renewed with regular strategic rollouts to expand market share across diverse industries such as manufacturing, retail, wholesale and professional services. NEC is continually seeking to expand on this mutually beneficial relationship, which has served to accelerate global business expansion even as it grows the SAP brand across the Asian region.

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