

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

## **SAP FAST-START FOR MAIL ORDER**

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



### **BENEFITS**

As a result of its highly focused functionality, SAP Fast-Start for Mail Order enables you to:

- ❖ standardise on industry best practices throughout your entire organisation
- ❖ reduce costs, by improving sales, procurement and warehousing processes
- ❖ gain unique insights into the profitability of product lines and customers
- ❖ improve delivery times through better warehouse management
- ❖ reduce stock-outs and improve inventory management
- ❖ improve traceability and quality control, decreasing the risk of defective products being supplied to your customers
- ❖ save time and effort in the event of manufacturer product recalls
- ❖ improve the storage and handling of diverse products
- ❖ increase the effectiveness of sample and literature distribution.

Right across the Wholesale & Distribution sector, companies have a unique set of business imperatives to manage: large stocks of inventory; a large and diverse customer base; tight delivery targets; aggressive pricing and discounting for example. But, even within the industry, there are significant differences. For companies working with mail order products capabilities such as catalogue management, payment cards, storage, distribution and returns can be particularly important. So, when it comes to choosing a business solution, it follows that a one-size-fits-all system just won't do, even if it is for the Wholesale & Distribution industry. Such systems simply will not deliver the specific functionality and, more importantly, the detailed insight into their business that mail order product distributors need.

### **DESIGNED FOR YOUR BUSINESS**

SAP Fast-Start for Mail Order, on the other hand, has been specifically designed to meet your needs. Based on their extensive knowledge of the sector, and how it works, Chelford team have taken the relevant functionality and best practices from SAP's unrivalled business solutions and configured them to address your precise requirements.

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

Like other solutions in the range, SAP Fast-Start for Mail Order 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 Cycle Management, Supply Chain 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. This backbone can then be supplemented by a range of fixed scope value packs: for Human Resources; Payroll; Manufacturing or Electronic Sales for example, to ensure the final implementation is personalised for your individual environment.



SAP Fast-Start for Mail Order, one of a unique set of SAP All-in-One Wholesale & Distribution solutions, delivers a fully integrated, front and back office SAP system, straight out-of-the box. Based on Chelford's extensive industry experience it incorporates preconfigured functionality which meets the specific needs of Mail Order product distributors and ensures a rapid time to benefit.

## SUPPLEMENTED BY SPECIFIC CAPABILITIES

SAP Fast-Start for Mail Order goes one step further, than a business system because it is specifically configured to provide the capabilities distributors of mail order products require.

### Call Centre

Support the management of sales opportunities, sales employees and customer relationships. SAP Fast-Start CRM for Mail Order includes the capability to support call centre operations. SAP Fast-Start provides a single point of contact for the customer for taking sales orders and tracking and progressing calls. Inbound and outbound calling is supported with call lists and contact recording. Integrated with this is the capability to send letters via e-mail and fax.

### Commission/Rebates

Incentivise your sales team/agents/distributors. SAP Fast-Start for Mail Order includes a sophisticated pricing algorithm for complex pricing and discounting. SAP Fast-Start pricing includes commission and rebate processing with targets, groupings, accruals and multiple payment methods. Reporting and on-line enquires support the process and provide flexible analysis tools.

## FOR COMPANIES LIKE YOURS

If your company:

- ❖ is primarily a distributor with little or no manufacturing
- ❖ is generally dealing with large numbers of suppliers and customers
- ❖ has a variety of customers, ranging from individual businesses to specialist shops to end consumers
- ❖ has suppliers who are typically the manufacturers and who vary from large to small has its own label products, as well as branded goods
- ❖ often deals with very large inventories and needs to manage large stock levels
- ❖ deals with short delivery times and for whom customer service is vital
- ❖ needs accurate margin visibility because pricing and discounting is critical
- ❖ has a sales and marketing focus, often running a series of campaigns to promote their products
- ❖ needs flexible profitability reporting and sales analyses to highlight profitable lines and customers easily

then SAP Fast-Start for Mail Order has been designed specifically for you.

## Storage and product handling

The storage and management of products is key. The handling of short shelf-life products, sophisticated equipment, controlled or temperature sensitive products will all be different. SAP Fast-Start for Mail Order ensures that they can all be accommodated, by providing the ability to assign different handling and storage criteria to products. This in turn leads to separate picking and packing lists, full warehouse location control, for multiple areas, and ensures the right documentation is generated for each type of product.

## Cost/Margin Control

Managing new and replacement products is critical to a Wholesale and Distribution environment. With SAP Fast-Start for Mail Order you can manage product replacements, utilise forecasting and planning tools, monitor supplier performance and use promotional pricing and up-selling to control costs and maximise margins.

## Financial/Management

### Reporting

Reporting on and analysing data and information is critical. SAP 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 provide a flexible and easy-to-use reporting capability.



## IMPLEMENTATION STRAIGHT OUT-OF-THE-BOX

Chelfords attention to detail has not only been put into the functionality of SAP Fast-Start for Mail Order. It has also been used to develop automated implementation procedures and a standard Train & Go implementation methodology. Consequently SAP Fast-Start for Mail Order can be implemented out-of-the-box. As a result deployment times are reduced substantially, as are the associated risks, ensuring you gain the fastest possible time to benefit.

Configure and price your new software solution online in minutes at [www.chelfordsolutions/configurator](http://www.chelfordsolutions/configurator)

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