



**gmbwatch**

new zealand's premier distributor of watches & accessories



## Timely Investment provides for Growth

### At a Glance

Griffiths McKay and Buckleigh (GMB) is an importer and distributor of watches, including Tissot, Clyda, Roamer, Cat, Maurice Lacroix and Timex. GMB set its sights on increased growth and immediately recognised its current information systems had to go. The company chose SAP Business One to help meet its future growth targets.

### Industry

Importing / Distribution

### Web Site

N/A

### Project Objectives

- Improve reporting capability
- Enable company wide access to business systems
- Provide a platform for growth
- Transition away from paper based systems for watch servicing department
- Automate business process

### Key Challenges

- Previous system did not connect the three GMB sites
- Heavily modified system was too expensive to upgrade
- No local vendor support for previous solution

### Why SAP Solution was selected

- Superior integration
- Ease of use
- Functionality
- Local Partner support
- Future proofed nature

### Implementation Highlights

- The calibre of REALTECH's SAP Business One team who clearly understood GMB's business practices
- Standardised procedures company wide

### Key Benefits

- Improved efficiency and process automation
- Real time visibility into the performance of the business across multiple locations
- Improvement in accountability

### Implementation Partner

REALTECH

### Solution & Services

SAP Business One

### Database

MS SQL

### Hardware

HP Proliant ML 330

### Operating System

Windows Server 2003

Having built one of New Zealand's most successful watch importation and distribution businesses, Griffiths McKay and Buckleigh (GMB) set its sights on increased growth and immediately recognised its current information systems had to go.

The incumbent system could not support the company's vision of more effectively catering to its customers' needs, better financial services and analysis, and improved reporting. It had to have more effective communications between locations in Auckland, Wellington and Christchurch, more users to access the system, and an engine to reliably propel the business to greater heights.

With its suppliers including some of the world's most prestigious watch brands, such as Tissot, Clyda, Astina, French Connection, Certina, Roamer, Cat, Maurice Lacroix and Timex, and a growing client list passing more than 450 accounts across New Zealand, Australia, Canada and the Pacific Islands, GMB's challenge was to power-up for better business. Achieving this meant improving performance in all of its businesses including its French jewellery business and watch service and repair arms. A wholesale ICT transformation was required.

GMB's GM Sales & Marketing John Vaassen said GMB chose SAP Business One and believes the SAP/REALTECH partnership is the most compelling option for supporting its strategic directions.

Like many small businesses, Vaassen, who drove the business change process, said GMB had squeezed every ounce of power and payback from the old system.

“GMB had used a DOS-based system, called Pick, for about 15 years, which it had substantially outgrown. The business had grown over the past couple of years and we couldn’t get any more users onto the system,” he said. “I had to get someone to log off so I could log on. Our maximum licence was for six users and we had at least 10. We had no access to the system from our Auckland office; all our information was historic. It was not real-time. It was very frustrating.”

---

**“I took the SAP CD home and played with it, it was so simple and intuitive to use. I thought that if I can get this comfortable with the product, in a day, without any training, the GMB staff should be able to make the migration quickly and easily.”**

**- John Vaassen, General Manager Sales & Marketing, GMB**

---

Vaassen said he couldn’t justify telling the owners that \$NZ30K was a “good investment” for expanding the old system to handle GMB’s financial services, inventory management and real time sales analysis requirements.

“We were at the point that if we were going to grow, the first thing we had to do was address the IT side of things. We had to ensure that we had a platform sufficient for the task,” he said.

Discussions with peers and colleagues helped GMB distil a shortlist of systems capable of supporting the business’ vision. This list was culled to three names - SAP’s Business One, Greentree, and Microsoft’s Great Plains.

“We considered a few systems and were quite taken by the Greentree system. We did some testing, but had some concerns about whether the visual interface looked and felt as simple as possible to overcome the resistance to change,” he said, adding that budget realities ruled out the Great Plains offering.

“We were scared off from (Microsoft’s) Great Plains software because of price. We knew of a site that was using it, but decided it was too expensive.

Vaassen said SAP’s Business One leapt ahead of the competition after SAP’s local business partner, REALTECH, provided him with a CD of the product to use over a weekend.

“I took this CD home and played with it and it was so simple and intuitive to use. I thought that if I can get this comfortable with the product, in a day, without any training, the GMB staff should be able to make the migration quickly and easily,” he said.

GMB opted to deploy a strategy based on obtaining maximum bang for buck, in terms of system and service delivery, but also to harness the value added services inherent in the SAP and REALTECH offering.

“In the end we decided to invest in SAP Business One with REALTECH and SAP, because we could see greater value in the partnership,” he said. “Of particular interest to us was the capacity for business process improvement which REALTECH offered as part of the bid. I thought it would be a great investment.”

“We didn’t think about SAP in terms of its history of selling huge systems, we considered it as a big business selling, supporting and developing SAP Business One. The larger side of it had little relevance, other than assuring us that they would be a strong partner,” he said.

---

**“We were at the point that if we were going to grow, the first thing we had to do was address the IT side of things. We had to ensure that we had a platform sufficient for the task.”**

**- John Vaassen, GMB**

---

SAP, SAP Business One and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. See <http://www.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices. All other product and service names mentioned are the trademarks of their respective companies.

