



## SAP feeds the demand for growth at Computer Food

### At a Glance

New Zealand-based company Computer Food has been servicing the market for office consumables for almost 10 years. With a staff of nine, the company provides a comprehensive range of computer consumable products and ergonomic equipment to users throughout the country.

#### SAP Business One Version 6.5

**Key Business Driver**  
Software system was limited to a maximum of 6 users.

**Industry**  
Wholesaler (importer and distributor of computer consumables)

**Project Length**  
3 weeks

**Partner**  
REALTECH

**Number of Employees**  
10 employees in 2 locations

As the business world becomes ever more reliant on information technology, the market for office consumable products is growing exponentially. There is a seemingly insatiable appetite for paper to feed printers, fax machines and photocopiers. Then there's the need for a myriad of ink and toner cartridges to keep those machines humming.

Add to this a growing demand for storage media and computer peripherals such as ergonomic keyboards and mice and a large business opportunity emerges.

New Zealand-based company Computer Food has been servicing this market for almost 10 years. With a staff of nine, the company provides a comprehensive range of computer consumables and ergonomic equipment to users throughout the country.

Based in Auckland, the company uses a combination of online orders, telephone sales and retail outlets to provide its range of products to business and consumer clients. Their two web sites provide easy access to the entire product range, and allow customers to place orders directly and arrange delivery.

Computer Food Director, Richard Barnett, said his company had enjoyed steady growth during the past few years and had been constantly expanding its range of products.

"Senior staff spent two days at REALTECH to learn the software and then they have been involved in training other users once back in the office," he said.

Mr Barnett said the warehouse management capabilities of the suite had also had a significant and positive effect on day-to-day operations. "We have a lot of stock that moves quickly, so it is really useful to know exactly what we have and where it is at any point in time," he said. "Employees are able to query the system about individual items and find out instantly whether they are in stock. This helps us improve our levels of customer service."

From a financial management perspective, Business One has helped Computer Food to track accounts payable, invoices, general ledger and even cope with foreign exchange transactions on imports. "It enables you to have a clear view of how the business is performing," said Mr Barnett. "You can run reports as you require them and they are always based on the latest available information."

Future plans include establishing electronic links with suppliers to streamline the supply chain process, and linking the company's two web sites directly into the SAP system. "This will take some work but it will help to make us even more efficient," said Mr Barnett.