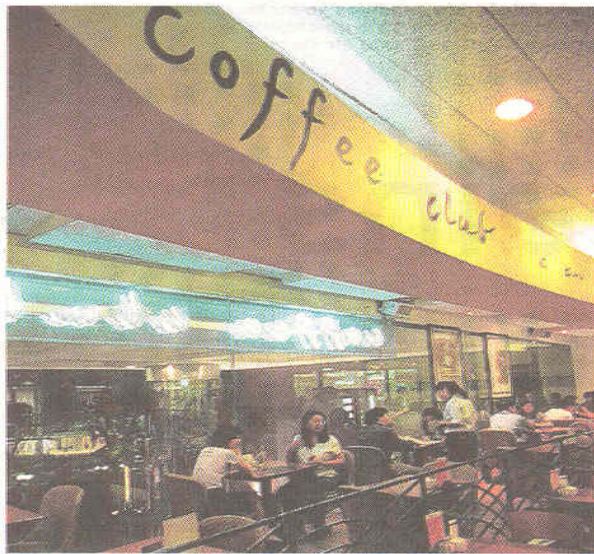


Enterprise Solutions Guide

Fast, cheap and good

Small- and medium-sized enterprises can implement full-function CRMs at a faster rate as solution vendors now provide preconfigured packages



Coffee Club has bought Unisoft Infotech's CPG100 and has installed new hardware.

NO HUGE IT budget and no big in-house IT team to implement customer relationship management (CRM) or supply chain management (SCM) systems?

Vendors like SAP and Oracle have realised that these two factors pose challenges to the small- and medium-sized enterprises (SMEs) who want CRM or SCM and want them fast, cheap and ready to run in a couple of months.

Enter applications like SAP's MySap All-in-One and Business One, and Oracle's E-Business Suite Special Edition.

Microsoft, not a traditional player in the CRM field, now has CRM 1.2, also targeted at SMEs by making it easy to manage sales and service functions from a cen-

the same," said Mr K.S. Suresh, senior divisional director of SME Business at Oracle. "For example, your way of doing accounting is not any different from mine. So we took that 80 per cent of these common functions and best practices and pre-configured them in the software. This means 80 per cent of the implementation are done when you buy our package. If you want some customisation, it takes a few days' efforts and then you are up and running," he said.

Ready to run

This means a company need not start from scratch or wait 10 months before they can use a system, he said.

For example, one of Oracle's customers which bought its E-Business Suite

cost control over all its manufacturing projects. (See report on page 20.)

The price of Oracle's E-Business Suite Special Edition starts from US\$35,000 (S\$59,500) for a complete Oracle Financials solution including application licences for 10 users, first-year support, business report, implementation, hardware and user training.

For SAP, it works with industry sector partners such as retail to tap their expertise to develop those pre-configured processes. Unisoft Infotech, a consulting and integration company, developed CPG100 based on MySAP All-in-One for the consumer products industry.

CPG, which stands for Consumer Products Group, aims to implement a business process management system in 100 days — hence the product name of "CPG100".

Coffee Club in Singapore recently bought CPG100 and invested about \$500,000 on the software system plus new hardware like Hewlett-Packard servers and also a three-year maintenance contract.

Coffee Club plans to double its current 10 outlets in 12 to 18 months and it needs to have all its IT systems to be integrated in order to provide consolidated data such as sales performance and supply-demand information for better decision-making, said Mr Prabhu Ananth, assistant vice-president for MIS at Coffee Club, which only has four IT staff.

Some of the processes the Coffee Club needs to have are purchasing, inventory, warehousing, sales,