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## Coffee Club Brews Up Aggressive Singapore Expansion Powered By SAP Solution for SMBs

### *Singapore Gourmet Coffee Pioneer Focuses on Improving Internal Efficiencies and Customer Value with Unisoft's CPG100, a mySAP All-in-One Solution for the Consumer Products Industry*

Singapore - March 25, 2004 - Coffee Club, one of Singapore's first gourmet coffee hospitality chains, today announced that it is implementing Unisoft's CPG100™, a mySAP™ All-in-One solution for the consumer products industry, as part of its growth strategy to increase its market share in the competitive food and beverage industry. With the goal of becoming the leading Asian coffee hospitality chain in Singapore and the region, Coffee Club plans to significantly increase the number of outlets in the country in the next 12-18 months. To achieve this, the F&B chain is upgrading its entire IT infrastructure including business software, servers, desktop PCs, and point-of-sales systems at its headquarters and outlets.

"When we first heard we could have the power of a SAP solution at an affordable price which could be implemented in less than four months, we had to explore the opportunity," said Mr. Prabhu Ananth, assistant vice president, MIS, Coffee Club. "Our previous systems were not integrated and prevented effective data consolidation and decision-making, so we were looking to make a change quickly. Unisoft's CPG100 has given us insight into our customers' preferences—something that is truly valuable."

#### **Real-Time Business Benefits of CPG100**

CPG100 is a micro-vertical solution that is developed based on SAP's industry best practices and Unisoft's domain knowledge in the consumer products sector. By drawing on these best practices, SAP and Unisoft can deliver a configured micro-vertical solution to meet Coffee Club's needs in an affordable and easy to implement package, ensuring rapid return on investment. This is part of SAP's overall SMB strategy to work with leading partners, like Unisoft, to deliver solutions specific to the industry needs of SMBs. More than 60 organizations across the region have joined as SAP Business Partners, together building more than 20 qualified mySAP All-in-One solutions.

Coffee Club is implementing a number of key modules of CPG100, including Procurement and Inventory Management, Financials and Costing, Business Intelligence and Human Resources. The solution has enabled Coffee Club to transform its business operation management from time consuming and inflexible to real-time and adaptable. The development of management reports, which once took days and involved manually entering data in spreadsheets, is now possible in a matter of minutes.

Commenting on the business benefits of the investment, Mr. Sharath K. Burla, director, Unisoft Infotech Pte Ltd, said, "CPG100 is based on industry best practices to meet the unique needs of SMBs like Coffee Club now and in the future. With our solution which is exclusively tailored for the SMB consumer products industry, we are able to help Coffee Club streamline its back-end IT systems and integrate them with its customer-facing systems to increase operational efficiencies, gain better visibility of the business and drive better decision-making among senior executives".

Mr. Ananth said, "Being empowered with real-time information means that we can change our product offering faster to suit consumers' changing tastes. This competitive advantage, coupled with our deep understanding of customers' lifestyles, is enabling us to deliver the best value to our customers."

With the implementation, Coffee Club also expects to optimize the efficiency of its outlets' operations. Specifically, Unisoft's CPG100 will provide Coffee Club with the following capabilities:

- Business intelligence including increased visibility of materials flow across Coffee Club's supply chain and its products profitability. It also enables top management to measure and monitor key performance indicators (KPIs)
- Integration of all business processes
- Critical inventory level management centrally and at the various outlets, and prevention of stock-outs

- Accurately forecast demand and supply

According to research by New York-based consulting firm Access Markets International (AMI) Partners, Inc. released 7 March 2004, overall spending on IT by Asia Pacific SMBs grew by 16 percent from 2002 to 2003, registering \$84 billion. The company also reported that with the efforts of companies releasing affordable software applications catered specifically for the SMB market, spending on such enterprise software applications increased considerably since 2002 to reach \$190 million in 2003, and that ERP/SCM deployment increased by 29 percent.

"Today's announcement reinforces a key element of our ongoing SMB strategy which is to deliver affordable, micro-vertical business solutions that can help growing businesses solve specific challenges," said Mr. Chan Wai Leong, managing director, SAP Singapore.

"With experienced local partners like Unisoft providing full-scale, affordable solutions tailored to the specific needs of SMBs in Singapore, SAP can empower expanding businesses to compete successfully in the market. More importantly, by streamlining their business processes, they can focus on driving value for their customers."

#### **About CPG100**

CPG100™ is a mySAP All-in-One solution for the consumer products (CP) industry. The solution addresses the key requirements of the CP industry from Promotion management, Demand Forecasting, Manufacturing, Inventory Management, Warehousing, Distribution & Fulfilment, Sales Management to Customer Service. This powerful solution is well supported by comprehensive reporting and Business Intelligence functions. The solution is offered to the following five key CP sectors, viz, Durables, Food & Beverage, Packaged Goods, Apparel, and Life Sciences. The solution has been customised to meet with the special requirements of the chosen CP sectors.

#### **About mySAP All-in-One**

SAP business partners will focus on implementing SAP solutions targeted specifically to the SMB market. mySAP™ All-in-One is intended for companies with as few as ten users, which require a high degree of industry-specific functionality yet also need cost-effective, quick-to-implement solutions. Drawing on industry best practices, these vertical out-of-box solutions are customized by SAP business partners to meet specific SMB market needs.