CASE STUDY
CIRACASINDO PERDANA

» FUJITSU’S TIMELY DELIVERY AND HIGH-QUALITY SERVICE ENABLE US TO HAVE FASTER ROI FROM SAP IMPLEMENTATION «
Syarief Hubeis, Director, PT Ciracasindo Perdana

THE CUSTOMER
Ciracasindo Perdana has been dedicated to beverage system business for the last 20 years, dealing with the production and distribution of high-end beverages brands such as SUNFRESH Natural Fruit Juices, DOUWE EGBERTS Coffee and EQUAL Sweetener to entertain hospitality industry, including star hotels, restaurants, cafés, industrial catering, retail outlets like Hypermart, Carrefour, Ranch Market, Kem Chicks, etc. In addition, it supports beverages companies such as Arnott’s, Garuda Food, Tang Mas, Orang Tua, etc. The company has wide-ranging products and packaging with about 150 items in total, and currently operates sales offices in 6 different regions from Jakarta to Ujung Pandang.

THE CHALLENGE
Ciracasindo has been applying business software system since 2003. As the company’s business grows, the need for a more comprehensive set of enterprise resources planning (ERP) system increases. The current system can not handle high capacity and the company’s growing expectation due to it’s limited capacity and non integrated nature. Furthermore, overcapacity in the current database system results in loss of valuable data. Adding more resources to operate and manage existing system has caused inefficiency and high cost. In overall, Ciracasindo has faced the risk of business disruption that will potentially hamper the company’s effort to achieve goals and objectives. Then, a project was initiated with strategic objective to provide speedy and on-time reporting, increase data accuracy, and reduce resources. Ciracasindo opted for SAP to help it achieve these objectives. The company also expected an experienced partner to realize business improvement from SAP implementation in faster manner.

THE SOLUTION
Fujitsu provides Ciracasindo with SAP consultation and implementation services. Fujitsu Indonesia was selected amongst two other local vendors and a Singapore-based system integrator. “We take Fujitsu’s vast experience and customer reference in implementing SAP projects into account. As a company, Ciracasindo and Fujitsu have a similar business, which will help understand our challenges and requirements,” said Syarief Hubeis, Director PT Ciracasindo Perdana. “It turned out that Fujitsu’s services have exceeded our expectation, as they have a solid, dedicated team, active participation, high curiosity and persistence to complete the job”.

THE CUSTOMER
Country: Indonesia
Industry: Manufacturing and Distribution
Founded: 1989
Employees: 100

THE CHALLENGE
As the company’s business grows, the need for a more comprehensive set of enterprise resources planning (ERP) system increases. The current system can not handle high capacity and the company’s growing expectation due to it’s limited capacity and non integrated nature.

THE SOLUTION
As SAP Global Partner, Fujitsu provides Ciracasindo with consultation and implementation services. Fujitsu’s distinguished expertise and remarkable experiences help the project completed on time resulting in lower resources usage, better reporting, and most important of all, faster return-on-investment from the SAP implementation.
CIRACASINDO PERDANA - SAP IMPLEMENTATION

THE BENEFIT

- SAP implementation project was delivered in just six months, resulting in faster return-on-investment (ROI) from SAP implementation.
- Accurate data and speedy reporting that is really helping business users.
- SAP helps to reduce resource usage significantly up to 30%.
- Financial reports are ready at anytime since the first day of the month.

PRODUCTS AND SERVICES

- SAP Business One
- Fujitsu Consultation and Implementation Services

THE BENEFIT

Ciracasindo began the project with selection process in which it took no involvement from independent consultant. Hubeis noted that the spread and in-depth operation were really challenging during the selection of software system to support the overall management of the company. “The speed, the accuracy and the cost of information become an essence.”

The selection process took over one year, before management decided to embark on SAP Business One. “There were three candidates, but we selected SAP because it has already had many customer references and deep experience in the food industry,” explained Hubeis. “Considering the importance of SAP to our business, we need someone to implement the system as quickly as possible so we can soon experience the benefit.”

Several challenges during the project includes requirement to change coding on item codes and group, restructure the Chart of Account and improve business operation flow. Moreover, the project team has to deal with multi-location coordination. “With help from Fujitsu team, we succeed in managing these challenges and deliver the project quickly,” said Hubeis.

With the close collaboration between Ciracasindo and Fujitsu team, the SAP implementation project was delivered in just six months, from head office to branch offices. Hubeis noted the delivery time help Ciracasindo experience the benefit of SAP implementation sooner. “We now have accurate data and speedy reporting process that is really helping our business users. Additionally, we can also reduce resource usage significantly up to 30% and financial reports are ready since the first day of the month, everytime.” In the future, Hubeis said Ciracasindo is planning to expand its SAP implementation to Inventory Management, particularly production scheduling, transportation between warehouse, control distribution and product expiration rate (shelf time) per lot. “We are looking forward to have Fujitsu as our reliable partner in this SAP journey. Fujitsu’s timely and quality service enables us to have faster ROI (return-on-investment) from SAP implementation.”

CONCLUSION

Ciracasindo’s business is growing faster than their existing system can handle. To cope with more complex operations and future business direction, the company requires major overhaul in their system and the more modern SAP was selected as Ciracasindo’s new business enabler. The company needed to implement complete range of SAP modules as quickly as possible to experience the business benefits sooner. As SAP Global Partner, Fujitsu was brought in to assist Ciracasindo with consultation and implementation services. Fujitsu’s deep expertise and vast experience help the project completed on time resulting in lower resources usage, better reporting and most important of all, faster ROI.

“We ARE LOOKING FORWARD TO HAVE FUJITSU AS OUR RELIABLE PARTNER IN THIS SAP JOURNEY”

Fujitsu will continue to support Ciracasindo in implementation of future SAP module.

ABOUT FUJITSU

Fujitsu Indonesia was established in 1995 under the name of PT. Fujitsu Systems Indonesia. Headquartered in Jakarta and a number of service centers in Jakarta & Surabaya also more than 20 authorized service providers across Indonesia, Fujitsu Indonesia has a vision to become a leading provider in IT, communications and customer-focused business solutions.

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