



How PICO Electronics benefited from SABRE, AppFinity and SAP Business One.

With the AppFinity Jobshop module, PICO has full control over all planning and production activities

PICO has expanded rapidly over the years as a market leader in the distribution of electronic components. Every few minutes, a new order is placed and processed. To continue to grow and to provide better value to the customers, PICO Electronics required a comprehensive system to track and control the large and fluid inventory and the tremendous amount of multiple daily orders. Due to the competitive and fast moving pace of the industry, orders must be accepted and inventory rapidly checked as the orders must be fulfilled on the very day. PICO's fast moving business must know what is in the inventory, the cost of each and every item, before the orders are filled and shipped. The nature of PICO's business requires a quick response to their enquiries. As such, there is a need for real time visibility especially for the procurement division to purchase the required stocks at the right time in order to fulfill the customer's orders on a timely basis.

PICO did not simply want to replace their aging system. The project evaluation team headed by Finance Manager, Ms. Sharyne Tee, set the following primary goals for the new system.

For the software evaluation process, the team had to ensure the Company is able to better manage inventory thereby increasing ROI. In addition they needed to ensure the implementation and migration to the new system was straightforward. After a thorough review of the different software systems and vendors, PICO was convinced SAP Business One was what they needed. The evaluation team was just as careful in selecting the IT partner, as they required a partner with proven experience and references. The implementation proved seamless as the staffs from both PICO and SABRE were actively involved. As a result, the transition was successfully delivered on time and on budget. This was largely due to the hard work and commitment shown by both teams.

One of PICO's main prerequisite was to consolidate and capture all relevant business process related data. The Company had to be more nimble in their ability to stay ahead of the competition. They needed reports to be generated to give the management an accurate snapshot of the company's performance in real time.

PICO's other main criterion was the system had to accurately track inventory and costs. In addition, the system must also allow for fast access to both overseas customer and vendor history as well as a stable and fast connection to link their overseas offices that are located in China, Hong Kong, Malaysia and Thailand. PICO's offices in these countries needed access to the same SAP Business One system and the same data as the main office in Singapore. Access has to be real-time, rapid and accurate since the Singapore office has the same stringent inventory and warehouse requirements. With SAP Business One, the Management can now at any one time see the real inventory in the warehouse and is equipped with the ability and tools to analyze the performance of

the separate divisions in the Company. Due to the flexibility and scalability of SAP Business One, PICO can now run the system in all their locations both locally and regionally. The Company now has real time visibility access across the region at any point in time from the head quarters. The SAP Business One system has also enabled PICO to better handle Accounts Receivable as all the accounting related date collection is now automated. This has helped in improving cash flow.

PICO also wanted to add more functionality as the Company was growing rapidly. The crucial key functionality that addressed PICO's requirement is the Jobshop add-on module designed by SABRE and developed by AppFinity Software. This add-on module manages the entire production environment, from bill of material to shop floor control. With the AppFinity Jobshop module, PICO has full control over all planning and production control activities and it is fully integrated from sales, purchasing, inventory right to financials. The centralized material planner workbench provides for the release of production requirements from MRP, sales orders and external forecasts. The cost updates from production control reporting automatically generate entries into the General Ledger and it is this very flexible management reporting that generates reports which ultimately helps in the decision making process thus ensuring a healthier and profitable bottom line.

This has resulted in improved communications and the optimization of several work processes of the finance, inventory and logistics departments that translates into giving PICO a clear competitive advantage.

“The ace in the hole of having SABRE as the implementation partner was SABRE's progressive thinking and unshakeable resolve to commit to a successful project implementation. This has generated a sustained payoff for us as it has made us more efficient and competitive”.

“As PICO grows and looks ahead, there's no question that our partnership between SAP, AppFinity Software and SABRE will be part of our Company's ongoing success”. Ms. Sharyne Tee, Finance Manager.

About AppFinity Software

AppFinity Software Corporation (located in San Francisco, California) is dedicated to the design, implementation and support of e-commerce and vertical solutions that leverage existing technology investments and minimize ongoing IT costs. AppFinity solutions are fully customizable and can integrate with most existing commercial Web sites and today's most popular accounting software systems to deliver complete business solutions that enable companies to focus on their goals without exhausting precious resources on unnecessary IT expenditures. To learn more about AppFinity Software, visit www.appfinity.com

About SABRE

SABRE, the multiple award winning solutions provider of SAP Business One, has established a sound track record for successfully integrating the cutting edge information technology solution to companies ranging from SMB's, MNC's and to the listed companies on the Stock Exchange. To learn more about the SABRE, contact us at sales@sabreinfo.com.sg

About PICO Electronics

PICO has been a specialist in Electronic Fuse & Circuit Protection Devices for more than two decades. Over the years, PICO has established a broad presence in Asia, serving the region with our best quality products and our best customer service, through our widely developed network. To learn more about the PICO Electronics, contact us at singapore@picodenshi.com