

Business Transformation Study

Cardinal Office Products



Company	Cardinal Office Products
Location	Lexington, Kentucky
Industry	Wholesale distribution
Products/Services	Office supply products
Revenue	US\$15 million
Employees	31
Web Site	www.cardinal office.com
SAP® Solution and Services	SAP® Hosted Solution for Business Products Resellers
Partner	SAP Managed Services organization & ProSoft

“We realized that with SAP we would have a partner that could support our current and future needs. As we continue to grow and innovate, we will not outgrow the SAP solution; instead, it will help drive our growth.”

Kirk Ramsdale
Owner
Cardinal Office Products

Challenges and Opportunities

- Difficulty scaling operations with existing systems
- Inefficient order entry and invoicing processes
- High administrative costs for customer service

Objectives

- Exceed level of service of larger supply companies
- Achieve technological parity with national supply companies while reducing IT investments

Implementation Highlights

- Focused training efforts on core functionality
- Applied SAP® Best Practices offerings for technology and process decisions
- Leveraged out-of-the-box enterprise services designed for resellers by SAP and its dealer network

Why SAP

- Provides technology platform and applications needed to compete and provide excellent service
- Supports company's growth strategy with existing personnel
- Enables world-class end-to-end process automation

Benefits

- Shifted focus to demand-driven strategy
- Extended supply chain to major wholesalers
- Decreased infrastructure and maintenance costs
- Refocused IT spend to support strategic, revenue-generating initiatives
- Grew sales orders processed by 32%
- Reduced invoice process costs by 50%
- Achieved overall annual savings of \$75,000

