

Frederick Wildman Runs SAP



Company	Frederick Wildman & Sons Ltd.
Location	New York, New York
Industry	Wholesale distribution
Products/Services	Wholesale wine and distilled beverages
Revenue	\$100 million
Employees	110
Web Site	www.frederickwildman.com
SAP® Solutions and Services	SAP All-in-One partner solution

“We see SAP as a strategic investment for our company’s future. It provides a solution and platform for us to grow in a competitive market, and embedded best practices that we leveraged for a rapid implementation.”

Joseph LoSardo
VP, Director of Operations
Frederick Wildman & Sons Ltd.

Challenges and Opportunities

- Provide a single solution platform to enable growth and increase profitability

Objectives

- Increase data visibility and availability across the enterprise
- Improve ability to analyze business results in real-time
- Implement a solution that will enable capture of complete information on products, customers, and sales opportunities

Implementation Highlights

- Full ERP implementation for 75 users completed in five months, with go-live in July, 2007
- Three consultants assigned to account

Why SAP

- SAP competed against Oracle and Microsoft; decision drivers were price, solution flexibility, and functionality
- The depth of functionality, pre-configured content, and flexibility demonstrated by IBM in their All-in-One solution; IBM’s Express for Wholesale
- SAP and IBM’s commitment to the mid-market and their joint sales approach lead to a trusted advisor relationship

Anticipated Benefits

- Streamlined operations and increased profitability
- Increase in inventory turnover
- Improved customer service through greater visibility to order fulfillment information

