



#### Customer

- Thirtythree Pte Ltd

#### Market

- Retail

#### Challenges

- Poor production overview and excessive wastage
- Inaccurate reporting of production historical data and aging tracking
- Lapses in logistical operations and control
- Overly time-consuming order procession and documentation
- Inadequate business reporting to maintain management overview and franchisee confidence

#### Solution

- SAP Business One

#### Results

- Tighter control over business operations and processes
- Significant reduction in wastage
- Reduction in time expended for bulk order processing
- Accurate and realtime reporting of business overview
- Reduction in redeliveries and other errors
- Ability to improve handling of franchisees' orders without additional manpower

#### Solution Partner

- NEC Asia Pacific Pte Ltd

## Thirtythree Pte Ltd

Sweet is the success that never fades with time. With NEC in their corner, Thirtythree discovers a recipe that helps them grow all they want, for as long as they want.

Can anyone's business ever be so good that it becomes a problem in itself? The people at Thirtythree Pte Ltd, a local franchise management company, were certainly not waiting to find out the answer to that question. They enjoyed success early on with two popular franchise chains - Marble Slab Creamery and Maggie Moo's - under their belt. However, growing a business is no easy thing when some key ingredients may be missing. While Thirtythree was quick to rope in its first batch of franchisees, keeping them happy proved difficult when incoming daily orders started to grow by leaps and bounds. The manual system they were using was simply not keeping up with the way their business was growing.

### Serving Up A Sweet Solution

Thirtythree's old system was one that involved plenty of manual work. Order forms for essentials such as food items and ingredients were collected daily from the various outlets and submitted to production for fulfillment. Such a working arrangement was open to all kinds of problems, from orders being missed out, delayed, wrongly read or even being repeatedly delivered. If their business was to grow, it was time to try something new. That was when their attention turned to NEC, and SAP Business One.

Choosing NEC was a decision that came naturally. It is a global brandname, and well recognised as a preferred Gold partner in SAP solutions. Not only does NEC boast a strong edge in IT infrastructure and solutions, it also has a history of close collaboration with SAP and successful implementations across many countries. Thirtythree was soon to enjoy the benefits of NEC's experience, as SAP Business One was successfully implemented for them over a 6-week period, well within schedule and on budget.

Collecting and consolidating the vast amount of data from different outlets was one of the biggest challenges during implementation. However, good work by the NEC consultant saw this problem being overcome. With implementation completed and all the Point Of Sale systems integrated with SAP Business One, Thirtythree was ready to move to a whole new beat.

As SAP Business One went to work, the entire process of issuing, receiving and delivering orders from the outlets became automated and therefore free of human errors. Orders keyed in from any outlet is sent online to Thirtythree's production division, promptly and accurately processed, and delivered daily as per schedule. The unnecessary delays, mistakes and wastage quickly became a thing of the past.



“Choosing NEC for our SAP solution was quite an easy choice because of their credibility and reliability over other vendors. The fact that they had at that time completed a retail project very similar to our own operation made the decision even easier. NEC turned out to be not just a vendor, but a game-changer in our business. With SAP Business One, they effectively streamlined our business processes and vastly reduced our wastage in terms of time and material.”

Li Lihui, Managing Director, Thirtythree Pte Ltd



## The Long-lasting Taste Of Success

With the new seamless connection between the entire franchise network and the operational headquarters at Thirtythree, work became more streamlined and efficient across the whole value chain. Every step, from ordering, production, delivery to reporting and accounting, became transparent, manageable and traceable. Instead of spending time ironing out problems with routine work, the company could now turn its attention to the much more critical mission of growing their business.

Thirtythree's business is growing at a brisk pace, and the right solution from a competent partner is one reason they are confident of reaching their goals. While offering a comprehensive yet affordable solution, SAP Business One is also a software that's designed to grow with a business. In fact, Thirtythree saw a two-fold increase in business while comfortably maintaining the same headcount. And they are certain they can continue to double their turnover, without having to further invest in more software solutions or manpower. And that will perhaps be one of the sweetest results to come out of their encounter with NEC.

## About NEC ASIA PACIFIC PTE LTD

Singapore-based NEC Asia Pacific is the regional headquarters for NEC Corporation (HQ: Japan) in the Asia Pacific Region (South and Southeast Asia, and Oceania). As a leading infocomm technology provider and systems integrator offering regional sales and service support and consultancy, NEC APAC develops solutions on carrier network, global identity, RFID, enterprise server, unified communications, multimedia display, enterprise resource planning, and contact centre, as well as provides outsourcing and managed services.

To leverage on its technological expertise in the field of public safety, NEC APAC has established a regional competency centre (public safety) to expand its capabilities and expertise to support businesses in the Asia Pacific region.

In line with the NEC Group Vision to realize an information friendly society to humans and the earth, NEC also embarks on corporate social responsibilities (CSR) initiatives to support and "make a difference" to the Nature (environment), Education and Community.

## Collaboration between NEC and SAP

To extend and enhance their capabilities to serve enterprise customers, NEC and SAP has forged a strong partnership, joining hands in a global alliance to undertake the joint development, marketing and sales of enterprise solutions. NEC was proudly named the first SAP® GOLD Partner in Southeast Asia for meeting stringent SAP quality criteria in key areas such as product knowledge, industry experience, pre- & post-sales capabilities and customer satisfaction.

The NEC-SAP collaboration has produced a strong synergy that continues to be renewed with regular strategic rollouts to expand market share across diverse industries such as manufacturing, retail, wholesale and professional services. NEC is continually seeking to expand on this mutually beneficial relationship, which has served to accelerate global business expansion even as it grows the SAP brand across the Asian region.

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