

SUCCESS STORY BOOK





ABOUT US

At Celeritech, we support digital transformation of Small and Medium Business. We do it to through World-Class Software and Solutions that help organizations to be more productive and flexible, allowing them to adapt and endure, faced with the countless challenges of Digital Economy.

Increase productivity, improve the customer experience and transform data into information that allow making decisions are our main objective and the base that sustains our organizational culture.



“The components to our growth are many, including the ability to add new brands and channels like eCommerce to our portfolio, but none of that growth would’ve been possible without SAP Business One.”

Rafael Guerrero, Vice President & COO, La Cuisine International



LA CUISINE MAKES HOMES BETTER WITH SAP BUSINESS ONE

La Cuisine International supplies homes all over Latin America and the Caribbean as well as South Florida with high-end kitchen appliances. They manage seven international subsidiaries and over 80 service partners and recruited Celeritech to help them take their operations to the next level with SAP Business One.

OBJECTIVES

- Limited capabilities to run daily operations and transactions.
- Lack of depth of information about products, customers, inventory levels, etc.
- Inability to grow the business after a certain point due to manual work required. Needed a system that could connect, standardize processes, and integrate all seven international subsidiaries.

WHY SAP AND CELERITECH

- SAP Business One had a footprint all over the LAC region, facilitating the integration process for all branches. Celeritech also offered local helpdesk support, sealing the deal for La Cuisine.
- Celeritech was able to showcase the implementation process with ease and helped La Cuisine plan out the implementation phases to ensure a painless go-live.

BENEFITS

- Out-of-the-box functionalities for logistics control and local field service for product buyers.
- Transaction traceability, detailed reporting, and optimization of processes like RMA.
- eCommerce launch and integration with platforms like AWS.
- Financial overview with monthly P&L reports, cost effectiveness analysis and budget actualization.
- In-depth analytics and a system that allows for a richness of information, both in input and output.
- Ability to add new brands and partnerships with dealers all over the world.
- CRM quality improvements resulted in higher customer satisfaction and loyal, repeat patronage.

LA CUISINE
INTERNATIONAL
inspiring good living

LA CUISINE INTERNATIONAL

Industry
Distribution

Products and Services
Distribute prestigious kitchen appliance regionally across Latin America & Caribbean.

Employees
180

www.lacuisineinternational.com/en

✓ **Zero**
Downtime with proper planning and phased out approach.

✓ **Richness**
Of information in product inventory/features, transaction history, partner network, and service providers.

“SAP Business One’s reporting has completely changed our decision-making capabilities, pulling all existing data from across the organization swiftly, and removing the time-consuming labor previously required.”

Cecilia Sandoval, Quality Manager, Aerodoc



AERODOC MAKES THEIR CUSTOMERS’ LIVES EASIER WITH SAP BUSINESS ONE

Aerodoc facilitates seamless imports into more than 160 countries through their IoR solution. They leverage SAP Business One with the support of Celeritech to optimize their record traceability and logistics operations worldwide.



OBJECTIVES

- Manual, tedious search through e-mails to gather information on quotes, shipments, and status.
- Inconsistencies on records due to lack of traceability in the system.
- Lack of standardization on quotes and reporting.

WHY SAP AND CELERITECH

- SAP Business One showcased an opportunity for seamless integration of operations that allowed for visibility across the organization.
- Celeritech’s presence throughout the region and experience in the industry proved to be a key ally in the success of the project.
- Aerodoc counts on Celeritech for support and constant improvements upon the SAP Business One system capabilities to ensure their ever-growing business needs.

BENEFITS

- With SAP Business One, Aerodoc relies on WMS automation with detailed end-to-end operations on logistics, P&L, import licenses, etc., all logged with great detail in the system.
- Ability to pull all related activity to each order thanks to the relation maps and EDI.
- Traceability of quote historization, shipment documentation (Airway Bill, Bill of Lading, etc) and more, all accessible to clients on a customer portal that is accessible by self-service and updates in real-time.
- onstant system improvements, including quoting automation directly on the customer portal.

AERODOC

Industry

Cargo Transportation and Logistics

Products and Services

Logistics and transportation solution that covers all the mandatory activities in terms of customs, tax, and regulatory authorities.

Employees

13

www.aerodoc.com

✓ Pipeline

Visibility and accessibility thanks to clear and complete reporting

✓ Quoting

Consistency across the board with accurate reviews of prior offering

“ With SAP Business One, you can see results as soon as you go live. We could see the impact of leveraging the right tools for our operations within the first quarter of use.”

Antonio La Rocca, General Manager, Fiori Bruna



FIORI BRUNA DELIVERS ARTISANAL EXCELLENCE WITH SAP BUSINESS ONE

Fiori Bruna is a premium pasta manufacturer located in Miami, Florida. With SAP Business One, Fiori Bruna has been able to optimize inventory levels and streamline the business by eliminating information silos. SAP Business One and Celeritech enabled Fiori Bruna to get on track with their projected growth plans.



OBJECTIVES

- Discrepancies in inventory due to quickly outdated numbers, resulting in faulty reports and lack of accurate cost control.
- Complicated manual processes to handle order processing, raw materials inventory, and deliveries.
- Inability to inform the customers where their orders were in their shipment process.
- No visibility into related areas e.g. purchasing, manufacturing, inventory and sales – all required manual connection.

WHY SAP AND CELERITECH

- Fiori Bruna was looking for a solution that would support all the core business processes in just one platform.
- SAP Business One stood out from competing solutions in the market due to its traceability features, a key component of Fiori's search.
- Celeritech was recommended as an experienced partner in helping growing companies (particularly in manufacturing) adopt SAP Business One. The relationship solidified with a shared long-term vision of continuous improvement.

BENEFITS

- Significant reduction of manual processes in the production and inventory management areas.
- Decreased lead times and accurate auditing and traceability of lot numbers.
- Open communication between departments, integration of related processes, and standardization of reporting.
- Innovation in every area of the business, from recipe acceleration, accurate production costs measurement, better time response for both new and existing customers, and ease of development of new product lines.

FIORI BRUNA

Industry

Food & Beverage

Products and Services

Manufacturing of home style artisan pasta

Employees

30

www.fioribruna.com

✓ **98%**
Inventory rate accuracy

✓ **Visibility**
Improvements across the board thanks to traceability

“ This project was many years in the making, and we're glad it happened when it did. Celeritech fully understood the business requirements and managed a quick and seamless design and implementation.”

Alberto Franceschi, CEO, Grupo San José



GRUPO SAN JOSÉ HARVESTS SUCCESS WITH SAP BUSINESS ONE

Grupo San José (GSJ) is a private capital group with several companies that operates in 5 countries in three main businesses (agriculture, trading, and consumer products), specifically in the cocoa/chocolate sector. After many years of planning, GSJ deployed SAP Business One with Celeritech.

OBJECTIVES

- Needed to employ automation capabilities for processes like billing, which was done manually.
- The old system only had financial data and couldn't carry any information on raw material tons or other relevant metrics.
- Manual reporting for managers, key performance indicators (KPIs), etc.

WHY SAP AND CELERITECH

- GSJ's CEO Alberto knew Celeritech and he was sold on SAP Business One's capabilities for about eight years, but due to other ongoing projects, the project wasn't deployed until 2017.
- Since 2017, GSJ has slowly expanded the deployment of SAP Business One to each of the companies in the fold, with very successful implementations and huge improvements across the board so far.

BENEFITS

- Perfectly packages solutions, clearly made for the size and needs of an SME like Grupo San Jose.
- Billing system synced up with accessible applications and very user friendly.
- All systems have been integrated, upgraded, and automated, with data-driven reports within first week.
- The team was able to leverage the solution to improve their own workflows and projects.
- Online usage allows for the integration of additional users seamlessly without requiring extra servers.
- The international support by the implementation partner has been great both in Venezuela and the US operations, and the licenses and contracts have gone smoothly.



CASA FRANCESCHI
1830

GRUPO SAN JOSÉ

Industry

Agribusiness

Products and Services

Details on the customer's products and/or services

Employees

400

www.gruposan jose.org

✓ **30-40%**
Time recovered by the team thanks to automation

✓ **Reports**
Both, the pre-loaded templates plus the possibility to create more detailed queries

“The system that was custom-developed for us could be replicated for any other business that required this complex of a matrix. That is the SAP advantage.”

Alfredo Bertorelli, CEO, Tracker GPS



TRACKER GPS KEEPS INTEGRATION ON THEIR RADAR WITH SAP BUSINESS ONE

Tracker GPS is a multinational company led by a team with over 25 years of experience in providing specialized satellite tracking solutions to enable logistics control and increased security to their customers. Tracker GPS sought to automate and digitize their processes with SAP Business One and the help of Celeritech.

OBJECTIVES

- Unorganized processes from end to end – core operations were not synced in older system.
- Manual entry and management of data on Excel files (hard to track updates) and e-mails.
- Informal, lengthy customer-facing processes (device selection, item manufacture, install appointment logistics months later, 30% of appointments aren't fulfilled on customer's side, follow up is scattered).

WHY SAP AND CELERITECH

- Celeritech was recommended by one of Venezuela's leading telecommunications companies. Tracker GPS appreciated their technical knowledge and the support they were able to provide with it.
- SAP Business One provided an opportunity to integrate all systems, including vastly improving their bank reconciliation processes which were all tracked manually.

BENEFITS

- The Tracker GPS business model is so complex that Celeritech helped build over 20 add-ons for them.
- The CRM component with the respective add-on helps keep track of customers and their preferences for a more organized, seamless, and satisfactory interaction on their side.
- Vastly improved administration with all areas of the business in one single system where everything can be traced and managed, removing guesswork from transactions and account reconciliations.
- Optimized sales process that can be followed through its whole journey, with efficiencies gained that allowed for new services and improved customer service, like express installations.



TRACKER GPS

Industry

Cargo Transportation and Logistics

Products and Services

Custom GPS tracking devices for cars, cargo, fleets, etc

Employees

195

www.trackergps.com

✓ **Control**
Of core operation processes

✓ **Optimization**
Of approvals in sales orders, accelerating the entire process

“The word that can best summarize the outcome of this project is reliability. Our team can independently pull information from the database and confidently use it for our analysis, in real time and on demand.”

Alirio Aranguren, IT Manager, Chestnut Hill Farms



CHESTNUT HILLS FARMS KEEPS THINGS FRESH WITH SAP BUSINESS ONE

Chestnut Hill Farms is a notable international provider of fresh pineapple grown in the Caribbean. As a worldwide distributor and holding approximately 8% of the US pineapple market, Chestnut Hill Farms enlisted Celeritech to help optimize to comply with product traceability regulations around the globe.

OBJECTIVES

- With a unique business model where each container of pineapples represents an individual production unit that is transported, held in cold storage, and sold to a variety of customers, the financial results of each transaction were not known until all cost invoices (varying by customer) were received and registered.
- Estimating P&L statements entailed manual work up to two months after the sale, once all costs came in.
- Dwindling shelf life of the pineapples, given the long transit time, required timely information on product.
- US food safety regulations demanded detailed traceability data points for each box (over 10 million).

WHY SAP AND CELERITECH

- Over the course of a decade, Chestnut Hill Farms relied on SAP Business One add-ons customized specifically for its business model. With growth of market, solution, and requirements, Celeritech recommended SAP HANA to dramatically reduce report yield times and optimize analytics.
- Celeritech consistently offers the best option to address Chestnut's needs, making it a trusted partner.

BENEFITS

- Financial results (sales, delivery, cold storage, and transport) are all shared with farms on SAP Fiori UI5.
- Traceability data, including thousands of attached transactions, can be accessed in just 20-30 seconds, a meaningful reduction from one hour thanks to the operational speed of SAP HANA.
- Revenue estimates provided by the system and visible via a portal to stakeholders, including farms.
- Complete traceability, visibility, and usability of data straight from system.
- Inventory tool contains every detail of each packed box of fruit including origin, age, and estimated availability for sale.



CHESTNUT HILL FARMS

Industry
Agribusiness

Products and Services
Worldwide distributor of produce, mainly pineapples

Employees
30

www.chfusa.com

- ✓ **20-30**
Seconds to pull a traceability report, down from 1 hour
- ✓ **90-95%**
Accuracy in revenue estimates

“ The implementation of SAP Business One has had a tangible impact on our customer service, by providing our team with real-time information to better answer our customer queries.”

Paolo Longo, President, Flamingo Paper & Food Service Products



FLAMINGO PAPER LEAVES A MARK WITH SAP BUSINESS ONE

Flamingo Paper customizes and manufactures paper products for establishments like restaurants, cafes, bakeries, airlines, cruise ships, hospitals, and more. Celeritech showed Flamingo Paper that SAP Business One was the right choice for them, and today they can attest to the impact of the solution.

OBJECTIVES

- Prior system did not fit the needs of a manufacturing company with a complex, dynamic, and adjustable bill of materials that require extensive customizations.
- Wide-ranging man hours invested in manual entries on spreadsheets.
- Siloed systems with separate CRM processes.

WHY SAP AND CELERITECH

- When Flamingo Paper was considering SAP, they were impressed by Celeritech's product knowhow and the way in which they positioned the possible uses for the tool.
- Celeritech quickly understood Flamingo Paper's business model, especially their need for a system that could transact keeping in mind the unit price of acquisition of raw materials is different from the units in which the end product is sold.

BENEFITS

- Synchronized processes and integrated operations, driving simplicity through the company.
- Production, administration, and sales all interconnected in one place, improving flow of processes.
- Cloud implementation, for ease of accessibility and no infrastructure requirements.
- Module customization to deal with specific business needs, particularly in the purchase order reception.
- Communication automation for each step in the journey of the purchase order.



FLAMINGO PAPER

Industry

Manufacturing

Products and Services

Custom printed napkins, paper cups, and techno paper

Employees

28

www.flamingopaper.com

✓ **95%**
Reduction in errors in order processing from prior method

✓ **Real-time**
Visibility of relevant business data for the management team

“ Thanks to the fast analytics capabilities of the system, the management team is always up to date on what is happening in the business and can quickly adapt to ensure expectations are met.”

Fiorella Roversi, Chief Executive Officer, Konie Cups



KONIE CUPS KEEPS OPERATIONS (AND SEALS) TIGHT WITH SAP BUSINESS ONE

Konie Cups manufactures cone paper cups with tight-seal seams to ensure leak-proof performance. Though usually associated with food service, they are also widely used in the janitorial, industrial, garage and healthcare marketplaces. Konie implemented SAP Business One with Celeritech to optimize their operations.

OBJECTIVES

- Inability to calculate costs per unit, only general P&L bulk costs.
- Lack of collaboration between main lines of business within the company – sales, CRM, finance, etc. – due to lack of centralized communication within the system.
- Significant time and labor required to complete certain tasks and projects.

WHY SAP AND CELERITECH

- Konie Cups was looking for a software that would enable them to automate processes and integrate all areas of the business under one system to allow for more efficient collaboration.
- Celeritech provides timely replies and instant troubleshooting when issues arise, and they also deliver refresher trainings to the Konie Cups team to enable them to leverage the system's tools to the fullest.

BENEFITS

- The system's MRP module reduces the amount of work needed, and time required in planning.
- Much more detailed reports with broken down items, all of which can be easily pulled through queries.
- Seamless integration of all the modules in the system (sales, CRM, accounts payable, etc.), facilitating data availability for all areas.
- Automated processes – especially for projects – that tracks all transactions in the system by design.
- The more the system is used, the more capabilities and useful features are found to tackle different challenges.



KONIE CUPS

Industry

Manufacturing

Products and Services

Various types of paper cups including rolled cone and soufflé portion cups

Employees

50

www.koniecups.com

✓ Financial

Knowledge has increased due to higher quality in reporting and analytics

✓ Speed

In making decisions if changes in vendors are needed to ensure quality

“ The Celeritech team has incredible knowledge in terms of innovation and technologies that can vastly improve our operations within the industry. The SAP Business One system takes our productivity to the next level.”

Mario Labella, CEO, Strena Medical



STRENA MEDICAL KEEPS THE PULSE ON THE INVENTORY WITH SAP BUSINESS ONE

Strena Medical provides technological solutions in the healthcare sector with a direct presence in Argentina, Panama, Venezuela, and Miami which currently serves USA and all Latam countries. Strena enlisted the help of Celeritech to deploy SAP Business One to improve their traceability needs.

OBJECTIVES

- Lack of traceability of decision makers along the system workflows.
- Financial controls and visibility across the organization was lackluster.
- Silos and lack of integration across departments.

WHY SAP AND CELERITECH

- Strena Medical had a long-standing relationship with Celeritech and knew they were the right fit with industry knowledge as well as the capability to customize the system for their needs.
- SAP Business One was clearly more structured and user-friendly. Knowing the system was fit for multiple industries and disciplines also gave them confidence in their decision.

BENEFITS

- Reduction in inventory discrepancies to less than 1% and substantial improvements in general traceability.
- Vast improvement in accounting process, and external auditors can access the system directly and pull reports.
- Digital dashboards that enable the team to run the necessary cyclical inventory reviews.



STRENA MEDICAL

Industry
Healthcare

Products and Services

Providers of medical technology and equipment to health centers in Latin America & Caribbean

Employees

85

www.strenamedical.com

✓ **<1%**
Discrepancies in inventory stock that can be accessed in real-time

✓ **Reliability**
In the information that the software provides

“As a business owner, I saw in SAP Business One a reliable tool that can be easily adapted and scaled to every business' needs and future milestones.”

Walter Katsef, Operations Manager, Unno Tekno



UNNO TEKNO PIONEERS SOPHISTICATED INNOVATION WITH SAP BUSINESS ONE

Unno Tekno is a manufacturer of high-quality products including cell phone and computer's accessories, as well as many other electronic novelties. They called on Celeritech to help them deploy SAP Business One to help them grow (and ensure the tool grows and adapts with them as well).

OBJECTIVES

- The inventory traceability was weak and hard to manage.
- The capabilities to adapt the ERP's environment was very limited, and in some cases, impossible to achieve.
- There were no possibilities to simplify the design and develop the customized reports they require.

WHY SAP AND CELERITECH

- SAP Business One was the natural choice as all of Unno Tekno's team had prior experience with it and knew the capabilities of the system.
- From start to finish, Celeritech had in mind Unno Tekno's business needs and budget goals tailoring an implementation process that went incredibly smooth.

BENEFITS

- Increased detail and transparency in reporting across the company.
- Substantial improvements in inventory management, which is a must for a company with such a vast portfolio of products, especially with new product lines that require swift productivity and go-to-market.
- Clearer and better accounting and financial analysis providing visibility to the management.



UNNO TEKNO

Industry
Consumer Products

Products and Services

Select line of electronic products, cell phone, computer's accessories and many other electronic novelties

Employees

3

www.unnotekno.com

✓ **0 Downtime**
In the migration thanks to the comprehensive plan built by Celeritech

✓ **1 week**
Total time required to complete the migration

www.celeritech.us

@celeritech    

