

SAP Customer Success Story Hoy San Stevedoring Pte Ltd



"...Our SAP Business One roll-out has given us the tools to manage our growing business, at the same time improving customer service and profitability..."

- Benny Ng, Financial Controller

Hoy San Stevedoring Pte Ltd

Since 1980s, the Hoy San Group has been providing a wide range of services for general cargo vessels calling on the port of Singapore.

The diversity of general cargoes and packaging has radically changed over time, and Hoy San has consistently strived to complement these changes.

Their key services are:

Forklifts: The fleet with various capacities from 3-16 tons has grown over the years to become one of the leading forklift operators in the Jurong Port of Singapore. To increase productivity, Hoy San has invested in a comprehensive range of mechanical equipment, such as reach-stackers and malmi to facilitate wide-ranging vessel and cargo-handling requirements.

Berthing: Hoy San offers appropriate berthing space at various ports in Singapore and Malaysia, including a deep water berth with a draft of about 12.3 meters and a length of about 205 meters



Stevedoring: For more than two decades, Hoy San has provided dedicated and specialist stevedoring services at various ports in Singapore and Malaysia, for example Jurong Port, Pasir Panjang Port, Johor Port. Integrated technical and operational expertise is combined to expedite shipments on- time and on or beneath budget.

Logistics: Through one of the Hoy San group of companies, Gryphon Logistics, the company provides specialist services used in project cargo and bulk cargoes transportation, which gives total logistics planning and management to support our client projects.

Hoy San's mission is to provide professional and reliable services to clients by continually adopting new productivity tools – one of which is advanced information technology.

AT A GLANCE



Industry

Shipping and Stevedoring

Key Challenges

- Reliable sales and purchasing information
- Management reports

Project Objectives

- Improved customer service
- Increased revenue
- Integrated system

Solutions & Services

- SAP Business One®
- Inecom Project costing module and Reporting Package



AT A GLANCE



Why an SAP Solution?

- **Flexible and user-friendly**
- **Reliable world class software**
- **Scalable**

Key Business Benefits

- **Increased intercompany trading**
- **Simplified accounting process**
- **Improved management knowledge due to real time reports**

Implementation Partner

- **Inecom Business Solutions (Singapore)**

Previous Environment

- **FACT and Customized Job Costing system**

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Push and Pull Factors

Strategically, Hoy San's business plan is to speed the response to customer demands, increase market share, contain costs and therefore to increase the group profitability. The previous system was unable to support these goals. It was unable to provide basic sales and purchasing information, and lacked the ability to produce management information for the Operations Department. It was also unstable which caused much rework and late information resulted a frustration for senior management.

Making the Decision

Through business contacts and forums, Hoy San recognized that SAP's Business One had a strong pedigree and made the decision to proceed with its implementation. It established an internal working party with budgets and time-lines, which reviewed software partners – finally choosing Inecom because of its project methodology and strong record of success in delivery.

The Implementation

The first installation was to be at Trans-Orient Shipping Pte Ltd. The project objectives were to establish a database which would link all departments and remove all data duplication, tighten control in sales management and reporting, improve customer relations, reduce delays in financial reporting towards zero, and introduce a job tracking system with high visibility.

An Inecom consultant worked on-site with two key Hoy San's employee, the result of this collaboration of Inecom's business and technical knowledge and the company's procedures, was an advanced technology service to all departments which was on-time and within budget.

Immediate Benefits

Very rapidly, Hoy San saw measurable benefits:

- Much improved finance and sales information, resulting in better customer relationships and the Accounts Receivable outstanding reduced from S\$6M to S\$5M.
- Automatic triggers and reports link sales information to the Operations department. For the first time, there is clear and accurate communication of the needs across the business.
- The head count of the finance department remained the same but generated much more meaningful financial control and data.
- The financial reports were no longer late and were delivered on-time to senior management.

Into the Future

The initial roll-out was into a key group company (Trans-Orient). Further enhancements, particularly using Business Intelligence tools, are progressively being included - and the roll-out is being considered into other Hoy San companies across Singapore and Malaysia.