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See Hoy Chan Agencies Chooses SYSPRO to Optimize Business Opportunities

See Hoy Chan increases sales by 3.3%



四海棧代理有限公司
SEE HOY CHAN AGENCIES SDN BHD

See Hoy Chan Agencies

Established in: 1939

Company size: 3,000 regular customers

Customer Profile

See Hoy Chan Agencies was founded in 1939 when it began trading in sundry goods. The business soon expanded into other ventures, including the distribution of Ajinomoto food seasoning products in West Malaysia. In addition to its 3,000 regular customers, the company also handles several thousand ad-hoc customers on temporary cash terms. On average, this amounts to more than 4,000 transactions a month.

Their Business Challenge

The company has four offices across Malaysia and distributes more than 100 stock-keeping units (SKUs). Its rapid growth introduced challenges in inventory management, especially as the sales team had to manually issue invoices to customers each time an order was received.

The Solution

After shortlisting three ERP vendors, See Hoy Chan Agencies selected SYSPRO as the best fit for its operations and requirements. SYSPRO partner Cosmo Synergy handled the implementation, which included designing new workflows, training staff, and equipping the sales force with Intermec handheld terminals and portable printers.

The Outcome

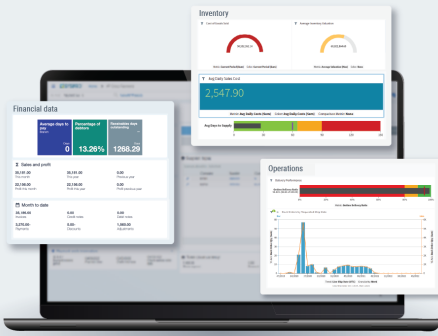
See Hoy Chan Agencies now has better visibility and improved efficiency in the way it operates. The SYSPRO implementation helped the company increase sales by 3.3% over the previous year. See Hoy Chan Agencies can now more easily analyze and understand its customers' buying patterns, as well as identify reasons why certain products are not selling well.



“With SYSPRO’s reporting capabilities, we can identify areas in our business operations that present risks to the company. We can identify any lapse in credit collections and work to rectify this.”

– **Teo Tee Cheang**, Assistant Operations Manager, See Hoy Chan Agencies.

SYSPRO Benefits to Customer



- In the first year after implementation, SYSPRO helped See Hoy Chan Agencies increase sales by 3.3%
- Enhanced visibility and efficiency in operations
- Improved ability to analyze and understand customer buying patterns
- Sales team empowered with handheld terminals to capture and track customer data anytime, anywhere
- Ability to identify products generating high sales returns
- Month-end reports available within seven days

By integrating SYSPRO with sales force automation software, See Hoy Chan has access to more accurate and updated information on customers' buying patterns such as frequency of purchases, types of SKUs purchased and accurate stock inventory of all our warehouses and goods in sales vans.

The management team can monitor sales figures and highlight areas that need improvement to the sales force during each mid-month review. This enables the team to take immediate action and work to meet or exceed their sales targets by the end of the month.

See Hoy Chan's employees soon realized the benefits of SYSPRO with its easy access to customer and sales records, and the ability to assess their performance.



Implementation Partner

Cosmo Synergy Sdn Bhd



Cosmo Synergy is SYSPRO's longest-standing partner in Malaysia, delivering enterprise solutions to manufacturers and distributors since 1994. Today, they leverage SYSPRO as an essential enabler and digital technologies to create a digital ecosystem for their customers, shaping a more resilient enterprise.

About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on- premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

Learn more about SYSPRO's ERP solutions at www.syspro.com or contact us on info@syspro.com