



## Q'SON KITCHEN EQUIPMENT PTE LTD

END-TO-END KITCHEN EQUIPMENT SUPPLIER REFINES INTERNAL PROCESSES WITH SAP BUSINESS ONE

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**Ms Charlene Koh,**  
Senior Manager, Q'son Kitchen Equipment

### QUICK FACTS

#### Company

With her own manufacturing facilities, draftsmen, designers, project engineers, consultancy capabilities and after-sales support and service, Q'son Kitchen Equipment (Q'SON) has become a leading one-stop shop for all F&B needs, handling major turnkey projects and consultancy work in excess of S\$1 million. Her team of 130 is proud to deliver projects not only in Singapore and Malaysia, but also in Ho Chi Minh City and Hanoi in Vietnam, and Jakarta in Indonesia.

**Website**  
[www.qson.com.sg](http://www.qson.com.sg)

#### Challenges

- Frequent data corruption with existing system
- Complex procedure to achieve simple tasks like balancing accounts
- Lack of transparency in changes made and in individual sales performance
- Inability to implement additional, business-critical processes

#### Objectives

- Automate and integrate internal processes
- Enhance customer satisfaction
- Create reliable, accurate records
- Improve on the time taken to balance the figures
- Ensure accountability

**SAP Solutions and Services**  
SAP Business One

#### Why SAP

- Strong brand
- Affordable and scalable
- Local after-sales support from Hitachi Asia

#### Implementation Highlights

- Four months of project timeline
- Success factors include setting the right expectations, keeping the scope intact, minimal customisation, Hitachi Asia's project management and industry experience in managing similar projects

#### Key Benefits

- Tightly integrated system offers more real-time visibility
- Reliable, accurate records and reports
- Accounts balance automatically
- Better accountability
- Individual sales performance is tracked
- Automation reduces human error and ensures compliance
- Scalable, new features easily added
- Customer data available immediately
- Customer deliveries no longer held up
- Erroneous sales quotations eliminated
- SMS notification for service requests ensures technical staff are notified quickly and easily

**Implementation Partner**  
Hitachi Asia Ltd

**Existing Environment**  
Baan



# Q'SON KITCHEN EQUIPMENT PTE LTD

## END-TO-END KITCHEN EQUIPMENT SUPPLIER REFINES INTERNAL PROCESSES WITH SAP BUSINESS ONE



As she grew increasingly successful, Q'son Kitchen Equipment Pte Ltd found that her ageing ERP system could neither balance critical figures quickly nor keep up with the pace that customer orders and service requests were coming in. SAP Business One has ensured that the company runs more smoothly and efficiently, leading to a more nimble business and improved customer satisfaction.

Q'son Kitchen Equipment (Q'SON) provides end-to-end services for both Western and Chinese cuisine kitchen equipment for restaurants in four Asian countries, and is the only company in Singapore with the capability to manufacture and maintain Chinese kitchen equipment while offering complementary Western ranges as well as the servicing of third-party equipment.

Q'SON has grown from strength to strength since setting up a Project Sales Department in 2006, rendering her a competitive force in the industry. Another feather in her cap was a tender win from a Singapore government agency in 2010 with sales in excess of \$1.5 million, and she has not looked back since. As of FY2012, Q'SON has the largest servicing team for industrial kitchen equipment in Singapore. This is in tandem with the increased project sales and ever-growing demand for technical services for kitchen equipment.

Q'SON implemented an ERP system in 2007, but found that it had a number of shortcomings. Budget imbalances were common, forcing the company to check the figures manually and deal with situations where sales quotations were below cost and purchases were over budget. There

was a lack of accountability as the system could not record who had made changes, and sales performance could not be easily tracked.

Additionally, the system could not easily track customer details to support its growing servicing business. "Our major grouse was that the previous system could not tell us when they bought the product and whether their product is still under warranty," said Ms Charlene Koh, Senior Manager, Q'SON.

The ERP implementation also suffered data corruption issues that not only dampened Q'SON's hopes of adding functionality to it, but more importantly, slowed down Q'SON's ability to satisfy orders. "We couldn't print the relevant delivery orders even though the goods had been loaded on lorries and ready to be dispatched. We had to check our records and key in the data manually. This would happen once a week, on average," recalled Ms Koh.

When the Singapore government offered a grant that offset the significant investment required to replace the ERP system, Q'SON immediately went ahead to study alternative ERP platforms on the market. The ideal system would be able to grow as Q'SON expanded; it would be flexible,

easy to use, reliable and accurate, and improve on the time taken to balance the figures.

### Affordability and After-Sales Support Trump Competition

The company was encouraged to consider SAP not only because of its strong branding, but also because SAP Business One promised efficient back-end procedures and was within their budget. **"It's an affordable solution to our complex requirements, had the expandability to cater for our future growth, and most importantly we knew we would have after-sales support," explained Ms Koh.**

A major deciding factor was that Q'SON was already familiar with SAP partner Hitachi Asia Ltd. "We are in the service industry and know how important after-sales support is. It was a little more expensive, but we decided to go with Hitachi Asia as we knew from past experience that the quality of the support would be good," said Ms Koh. "Many of our team members are not very IT-savvy. We knew we would need a lot of one-to-one help as we are unlikely to call hotlines and using automated voice systems. Our Hitachi consultants have always been very responsive."

Hitachi Asia took the opportunity to work closely with Q'SON to create the optimum SAP implementation for the company. **"When we told our Hitachi Asia consultants what we wanted, they added value by recommending processes that were much more**

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Senior Manager, Q’son Kitchen Equipment



**efficient and more cost effective than our present arrangement,” said Ms Koh.** “We were successful as there was a lot of understanding on the part of our implementation partner about how we wanted the implementation to be.”

### Less Overtime

SAP Business One went live on New Year’s Day, 2013. “There were teething problems as we got used to the system, but our Hitachi consultants were stationed in the office throughout this period and ensured that we got the help we needed,” recalled Ms Koh. “Feedback has been very positive. Everyone likes it. Our staff go home earlier too.”

The system has reduced human error while increasing the automation and integration of processes significantly, instituting a standard workflow for approvals and ensuring compliance with business and regulatory requirements. The accounts balance automatically, an audit trail ensures accountability and data corruption no longer occurs.

All sales and purchases are tracked, so that individual sales performance can be monitored and purchases are always within budget. **“SAP can automatically reject any sales quotations if they have been accidentally quoted below margin and cost through human error, as sometimes happens. This has led to fewer disputes with customers,” said Ms Koh.**

As part of the implementation, Hitachi Asia added customised SMS support for

the Servicing module. Customers can now make maintenance requests on a self-service portal, with technicians efficiently notified by SMS about where they have to go for the day. Service calls and maintenance contracts are now linked, with warranty information under migration, so that Q’SON can check customer records easily and mine the data more thoroughly for enhanced customer satisfaction.

Q’SON is generally pleased with their new system, and is set on extending SAP Business One to oversee manufacturing at its Malaysian premises next. The company is also considering the addition of Spare Parts Management, Inventory, Data Mining and Production modules. “We have a smooth relationship with Hitachi Asia,” said Ms Koh. “We are working together for the long term.”

**“When we told our Hitachi Asia consultants what we wanted, they added value by recommending processes that were much more efficient and more cost effective than our present arrangement.”**

**Ms Charlene Koh,**  
Senior Manager, Q’son Kitchen Equipment



### About SAP Business One

SAP Business One is an integrated, affordable, business management application built from the ground up to meet the immediate and long-term needs of small and midsize businesses (SMBs). It provides a true and unified view of operations across customer relationship management, manufacturing, and finance. Simple to use yet powerful, SAP Business One puts business users in charge, arming you with the critical, up-to-the-minute information you need to make smart business decisions.

### About Hitachi Asia Ltd.

Hitachi Asia is one of four regional headquarters for Hitachi's worldwide operations, the other three being North America, Europe and China. Established in 1989, Hitachi Asia operates in 7 offices across 6 Asian countries. Hitachi Asia has full responsibility for Hitachi's sales and marketing operations in Asia – in market sectors such as information systems, power and industrial systems, digital media systems, consumer products and international procurement. For more information about Hitachi Asia, please visit [www.hitachi.com.sg](http://www.hitachi.com.sg)

### About Hitachi ICT Solutions Business Group

Hitachi Asia's Information Communications Technology (ICT) Solutions Business Group partners with and offers customers innovative consulting, business applications and systems integration solutions to enhance their businesses and reduce their ICT Total Cost of Ownership (TCO).

Our ICT solutions include Hitachi Job Management Partner 1 (JP1), an industry award-winning system management solution that simplifies business processes and enhances operational effectiveness. We also provide business application solutions like ERP, SCM, CRM, Business Analytics/BI etc. from various global software partners, e.g. SAP etc. Our IT infrastructure solutions include storage, server, network, security Green DC, etc.

We have a proven track record in enabling our clients to accomplish their business objectives by integrating their processes, technologies and people in the most seamless, cost-effective fashion. Through our unparalleled capability and best-of-breed industry solutions, we endeavor to be your long-term trusted advisor.

**For more information about how we can help you reach your goal,  
please visit <http://www.hitachi.com.sg/ict-solutions>**

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