



## DYNAGLASS REINFORCED PLASTICS PTE LTD

REINFORCED PLASTIC MANUFACTURER GAINS MORE SUPPORT WITH SAP® BUSINESS ONE

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Mr. Terriss Chooi, General Manager, Dynaglass

### QUICK FACTS

#### Company

Dynaglass is a specialist designer and manufacturer of engineered reinforced plastic products. The leading polymer composite business in Singapore was set up in 1971, and has a workforce of over 40 employees and revenues of over US\$5 million a year.

#### Website

[www.dynaglass.com.sg](http://www.dynaglass.com.sg)

#### Challenges and Opportunities

- Previous software could not create bills of material (BOM) lists
- Lack of visibility into inventory

#### Objectives

- Link manufacturing and accounting more closely
- Create more visibility into inventory
- Make operations more structured

#### SAP Solutions and Services

- SAP® Business One; Finance, customer relationship management (CRM), Sales, Purchasing, Banking and Production modules

#### Why SAP

- Cost-effective
- User friendly
- Could migrate easily from previous software
- Addressed operational requirements

#### Implementation Highlights

- Implementation began in October 2007 and ended in December 2007.
- The old and new systems ran in parallel from January 2008 to March 2008.
- Success factors included support from top management and experienced partner consultants

#### Key Benefits

- More systematic, automated business processes
- More accurate tracking of inventory
- Faster turnaround times for generating sales analyses and production costings
- Information generated from integrated operations provide better basis for making decisions
- Better continuity in the event staff leave as essential information is now in the SAP system
- Gained prestige through using similar platform as customers

#### Implementation Partner

- Hitachi Asia Ltd.

#### Existing Environment

- MYOB



SAP Customer Success Story  
High-Tech  
Plastic Fabrication



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When the oil and gas industry began taking notice of its Vap-O-Loc internal floating roofs, manufacturer Dynaglass Reinforced Plastic Pte Ltd found that it needed to integrate accounting closely with manufacturing and monitor inventory more closely. SAP Business One has fit the bill perfectly, and has streamlined internal processes significantly as well.

Singapore-based Dynaglass Reinforced Plastic Pte Ltd (Dynaglass) has grown from a four-man company with 100 square metres of workshop space into a leading player in the development and manufacture of high-performance moulded fibreglass products in the Asia Pacific region. The family business now has a facility covering almost 6,000 square metres, and is particularly known for its patented Vap-O-Loc internal floating roofs for above-ground storage tanks made out of fibre-reinforced polymers, and counts Shell Global as a major customer.

Dynaglass had been faithfully upgrading its commercial accounting-based software over the years, but found that the software could not scale to handle essential aspects of manufacturing and inventory as its Vap-O-Loc business took off.

"The software could not support Bills of Material (BOM) lists, nor link BOM lists to inventory. The developers were more focused on accounting," says Ms. Beno Seow, Business Development Manager, Dynaglass.

Dynaglass then decided it needed to replace its software in order to grow further. Criteria for the new software included the ability to foster closer integration between manufacturing, accounting and inventory, as well as support for its low-volume high mix portfolio. The new platform would also have to be easy to use, with a clear migration strategy.

"We wanted software that could help us run the business like clockwork," said Ms. Seow.

### Strengths in Integration and Ease of Use

A seminar organised by SAP partner Hitachi Asia Ltd. (Hitachi) led Dynaglass to consider SAP Business One for their needs. "Hitachi had a very impressive presentation. We liked SAP Business One for its user-friendliness, and the fact that in-depth information can be generated in response to queries. It was also important that we could migrate easily from our existing software to SAP Business One," says Mr. Terriss Chooi, General Manager, Dynaglass.

Ms. Seow added that Dynaglass felt very comfortable working with Hitachi. "It was a good fit as we operate in the same way as a Japanese company," she says. "We felt secure that Hitachi would be there for us in the long run, and their staff are very calm and confident."

Dynaglass went ahead with implementing SAP Business One in October 2007, paying particular attention to the finance, customer relationship management (CRM), Sales, Purchasing, Banking and Production modules. Support from top management coupled with professional consultants from Hitachi resulted in an on-time completion after three months.

Dynaglass is extremely pleased with the way the implementation was handled. "Hitachi was always there to ensure that our schedule did not slip," says Ms. Seow. "They kept us in the know on the decisions made. We worked with a very experienced consultant who would proactively defuse potential misunderstandings. We appreciated that very much."

### Quality Information for Better Decision-Making

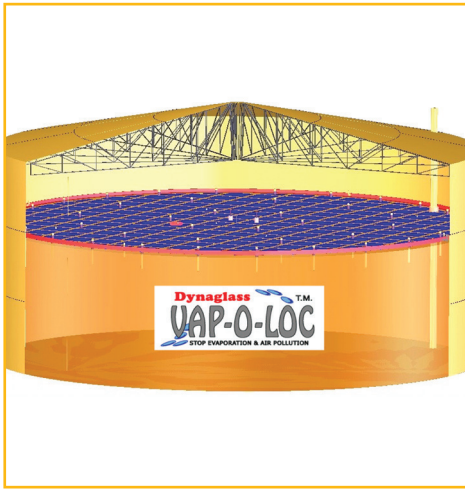
SAP Business One went live in January 2008 and is used by the Finance, Sales, and Production departments at Dynaglass. While the company continues to refine the way it leverages on SAP Business One, there have been immediate benefits to using the new platform, both internally and externally.

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Mr. Terriss Chooi, General Manager, Dynaglass

Ms. Seow notes that the SAP deployment has raised customer confidence in Dynaglass. "Customers are very impressed when we tell them we use SAP too," she says.

Internally, the company the integration of inventory, accounting and manufacturing has led to more comprehensive reports which are generated with faster turnaround times. In the past, sales data had to be converted into Excel files before reports could be created. Production costings and sales analyses are now easily compiled directly in SAP Business One, while tracking of inventory is more efficient as well.



"We know we can modify the SAP setup with minimal compromises. It has been money well spent."

Ms. Beno Seow, Business Development Manager, Dynaglass.

Employees at Dynaglass feel more in control as a result, while the availability of accurate information in real-time has boosted decision-making capabilities at Dynaglass. "We see things more clearly with SAP Business One," says Mr. Chooi. "In the past we might not have known that we had a problem, or where the problem was. SAP has taken away the fog so we can manage better."

SAP Business One has simplified the way Dynaglass complies with ISO 9001:200 standards too. "After we moved to SAP Business One, we realised that we had been doing a lot of processes manually, and had many islands of expertise that were locked in people's heads or in files. SAP Business One has automated business processes, integrated all the information, and stored it in the system. Now the ISO auditors can just access all the information they need in our SAP system," says Ms. Seow.

### More Efficient Internally

Mr. Chooi concludes that SAP Business One has been instrumental in enhancing operations for the company. "SAP has streamlined everything for us and made distribution and manufacturing processes more systematic," he says.

SAP Business One has given Dynaglass management more peace of mind too. "The previous software required a lot of effort to use, but at the end of the day we didn't get as much out of it," Ms. Seow says. "Now we know that Dynaglass will still run very smoothly even if senior managers are not on the ground."

Ms. Seow says that SAP Business One has also helped Dynaglass to maximise its resources. The easily extendable nature of the SAP platform has led the company to consider linking third-party engineering software to the SAP platform in the long term.

"We know we can modify the SAP setup with minimal compromises," Ms. Seow explains. "It has been money well spent."



### 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 Ltd. is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, digital media systems and consumer products. 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>**

#### Company Information

Address : 7 Tampines Grande, #08-01 Hitachi Square Singapore 528736  
Email : [Hitachi-ict@has.hitachi.com.sg](mailto:Hitachi-ict@has.hitachi.com.sg)  
Website : <http://www.hitachi.com.sg/ict-solutions>  
Tel : +65 6535 2100  
Fax : +65 6260 0717

### Implementation Partner

Hitachi Asia Ltd

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