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E-Business**E-Business Success Stories**

Located in Vankleek Hill, Ontario, Emblemtek was incorporated in Ontario in 1980. The 45-employee company manufactures a diverse array of custom-made garment and linen embellishments, personalization and identification products and distributes these from coast to coast. As a small business trying to not only survive but thrive in an increasingly competitive environment, Emblemtek decided to differentiate themselves through a strong focus on customer service: "We wanted to set ourselves apart as a company that other companies can rely on. At the end of the day, our price is about the same, we sell ourselves by the quality of our service" explained David Black, President of Emblemtek.



To achieve outstanding customer service, Emblemtek needed to adopt an enterprise software solution that would seamlessly integrate all aspects of their business. After spending a year in clarifying their business requirements, the company chose to go with SAP. According to David, the software allowed Emblemtek to "better manage its workflow from manufacturing to inventory and customer relations management." In fact the software is so user-friendly that his employees "are not afraid of the software but have become engaged in making their performance better." For management, the software provides access to information about the finances and operations of the company as it happens. They have become more flexible and responsive to changes in the market: "we have become a much better run organization," said David.

Before implementing SAP, Emblemtek was using three separate systems to manage its operations, two of which had been developed internally. Sometimes the same information had to be entered in more than one system. This duplicated effort and increased data entry errors. Further, their sales force did not have direct access to customers' order history.

Features for small businesses to consider when seeking an enterprise solution are access to technical support, options for customization, and the ability to include many processes. For example, by the end of 2009, Emblemtek customers will be able to go online to review their order history and make purchases.

So what does this all mean for Emblemtek? According to David, SAP was the right choice for his company. In the three years since they adopted SAP as their enterprise software solution, the firm has been able to nearly double the number of unique items in inventory and improve communication internally as well as with suppliers. As well, the firm has been able to quickly see and adapt to trends. Further, Emblemtek has been able to focus human resources growth in their sales force rather than clerical support. Finally, Emblemtek has increased its revenues by 30% and its customer base by 40%. "I'm not saying that SAP is solely responsible for our growth and efficiency improvements, but it's certainly a major enabler in our success," concluded David.