



Founded in Australia in 1998 and now based in San Francisco, New Zoom Inc. (better known as ZoomSystems) is a provider of automated retail outlet machines that dispense electronics and consumer products in airports, hotels, and other public areas. With partner Apollo Consulting LLC, New Zoom implemented the SAP® Business One application to consolidate its business processes.

NEW ZOOM

AT A GLANCE

Company

- Name: New Zoom Inc.
- Location: San Francisco
- Industry: Retail
- Products and services: Automated retail systems
- Employees: 45
- Web site: www.zoomsystems.com
- Partner: Apollo Consulting LLC

Challenges and Opportunities

- Lack of consolidated network performance overview by machine, by location, or by product type
- Inability to continuously monitor customer account status and instantly report sales revenues
- No way to integrate data from all business processes

Objectives

- Replace existing, nonintegrated software with integrated business management application
- Enable integrated customer relationship management (CRM) and financial reporting

SAP® Solution and Services

SAP® Business One application

Implementation Highlights

- Phase 1 completed in 25 days over a 3-month period; phase 2 (process automation) in progress
- Continuous support by local SAP reseller Apollo Consulting

Why SAP

- Integration of CRM and services
- Affordable, easy-to-use application for small businesses

Benefits

- Increased control supports a complex and growing network of business partners, suppliers, and unit locations.
- Improved consistency of integrated information puts everyone at New Zoom on the same page.
- Enhanced scalability supports the company's plans for rapid expansion.

Existing Environment

QuickBooks on nonintegrated system

“By replacing the existing QuickBooks solution, the SAP Business One implementation tied accounting processes with all areas of sales, procurement, and warehousing, creating a frictionless IT environment that adeptly handles our growing unit volume.”

Clay Creasey
CFO
New Zoom Inc.

www.sap.com/contactsap

50 084 303 (07/05)

© 2007 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary. These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

