



C-COM SATELLITE SYSTEMS

ACHIEVING FULL POTENTIAL WITH SAP® BUSINESS ONE

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Gadi Sela, Director of Customer Support and Systems Integration, C-COM Satellite Systems Inc.

QUICK FACTS

Company

- Name: C-COM Satellite Systems Inc.
- Location: Ottawa
- Industry: High tech – satellite communications
- Products and services: Portable antenna systems and Internet services
- Revenue: US\$9.5 million
- Employees: 32
- Web site: www.c-comsat.com
- Implementation partner: J-Squared Technologies Inc.

Challenges and Opportunities

- Continue rapid growth without barriers
- Improve management control over operations
- Make business data easier to find
- Reduce incidence of manual errors
- Increase efficiency
- Improve data accuracy

Objectives

- Replace disconnected, single-department business applications and spreadsheets
- Implement a single integrated solution covering all areas of the business and providing a single source of trustworthy data

SAP® Solutions and Services

SAP® Business One application

Implementation Highlights

- Finished essentially on time despite short time frame
- Took advantage of integrator’s experience with SAP Business One

Why SAP

- Innate multicurrency functionality
- Overall robustness
- Integrated, comprehensive functionality
- Ability to customize reports
- Reasonable price

Benefits

- Automated business functions throughout the company
- Improved efficiency, especially when inter-departmental communication is required
- Reduced errors due to manual operations
- Provided instant access to business data, helping close telephone orders on the spot
- Provided management with information necessary for making decisions
- Automated forecast generation, reducing need for meetings
- Improved structure and discipline for maintaining product naming consistency
- Automated inventory updating for increased reliability and reduced effort
- Demonstrated corporate maturity to customers
- Retired legacy systems
- Continued growth without fear of encountering software-related ceilings

C-COM Satellite Systems Inc., a pioneering provider of mobile satellite-based Internet technology, realized its growth was being affected due to lack of comprehensive, integrated software to run its business operations.

Using the SAP® Business One application, C-COM found the solution it was seeking. “With SAP Business One we greatly improved our overall company efficiency, while at the same time significantly reduced human error,” says Gadi Sela, director of customer support and systems integration. “Most importantly, it allowed us to lift the barriers that threatened to stop our growth.”

Single-Department Applications Stifle Growth

C-COM, located in Ottawa, Canada, develops and deploys mobile satellite-based technology for the delivery of two-way high-speed Internet services into vehicles or other mobile structures. It is also a leading service provider of reliable two-way high-speed broadband satellite-based Internet services. C-COM’s proprietary mobile self-pointing antenna systems deliver high-speed satellite-based Internet services into mobile environments virtually anywhere where one can drive. Since 2003 C-COM has shipped more than 2,700 systems that are installed in nearly every country on earth and serve the Internet communications needs of virtually every industry.

With such an innovative product and service line, C-COM’s business grew rapidly during its early years, but it relied on multiple specialized software solutions to support its business operations. As the company grew, these solutions stopped being effective, as they were unable to be connected to each other. Even as it approached the US\$10 million mark, C-COM still relied on spreadsheets whenever a business function spanned two or more departments – and suffered the consequences. “Department personnel basically gathered around a centralized spreadsheet, extracted the data they needed, and went back to their departments to execute their related tasks,” explains Bhumika Bakshi, marketing specialist. “This was an error-prone process, since manual errors inevitably crept into the process causing departments to rely on incorrect information that took time to identify and fix.”

“A lot of effort was spent on maintaining our multiple data records instead of improving our internal operations,” continues Sela. “We simply had to replace those single-department applications with an integrated software solution that covered the whole business and made our operation much more efficient.”

Innate Multicurrency Support Distinguishes SAP Software

Integrated, comprehensive coverage of C-COM’s business requirements was the company’s foremost criterion for its new business software, and a major reason why SAP Business One was the choice. “We found that SAP Business One fit our needs best, especially in the area of accounting,” Sela relates. “We particularly liked its innate, completely integrated multicurrency support, which is critical because the company operates internationally. The other vendors’ multicurrency capabilities needed to be bolted on or sourced from a third party. That not only made it more costly, but, more importantly, it made us concerned about the effectiveness of the connection. We like the multicurrency feature of SAP; it is a standard feature in a reasonably priced overall package.”

For implementation assistance, C-COM selected J-Squared Technologies Inc., an SAP partner from Ottawa. J-Squared runs its own business using SAP Business One, which makes it particularly well suited for implementations like C-COM’s. Not only did the integrator bring all the required technological



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Bhumika Bakshi, Marketing Specialist, C-COM Satellite Systems Inc.

assistance, but it invited business users from C-COM to call their counterparts in J-Squared’s business operations with any questions that arose while learning and using the software.

Eager to begin using its new application, C-COM established a very tight timeline for implementation and migrating company records from all its legacy applications. Nonetheless, J-Squared succeeded in bringing most departments into production on schedule.

Interdepartmental Communication Functions Smoothly

With common software and data throughout the company, C-COM is continuing its growth unabated. Automation has replaced manual operations, thus minimizing human error and increasing efficiency. The instant availability of reliable business information allows

the customer needed to know – and trust it. In the past, we might well have lost those orders by the time we found the data, verified it, and called the customer back.”

With accurate shared data and a single company-wide application, interdepartmental communication now functions much more smoothly. “In marketing we constantly work with other departments to get things done,” explains Bakshi. “With SAP Business One, we all have a common data set to work from, with no manual steps that can introduce errors. This has resulted in big time savings for us.”

Operations such as forecasting have also seen dramatic improvements. C-COM used to involve several people for lengthy meetings to develop sales forecasts. Now that forecasts are generated automatically with SAP Business

example, sometimes after lengthy sales cycles, we would not recognize the names of products on the purchase orders by the time they came in,” says Sela. “Now our products all have consistent names that are maintained in the software. If one of them ever changes, anyone can learn about it through a simple lookup.”

The move to SAP software is also helping the company’s sales. “Customers know and respect the SAP name,” Sela explains. “It represents a level of maturity and gives customers confidence that we are here for the long haul.”

Remote Internet Access Is Next

Although SAP Business One is in full production, C-COM is constantly rolling out new functionality that delivers even more benefits. Many of the legacy applications have been retired, and more will follow as SAP Business One totally takes over their functions. Among the company’s plans for broadening the application’s use is to provide stable remote access functionality over the Internet. “These days every company should have secured remote access to vital corporate information,” says Sela.

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management to make informed, timely decisions. It also helps in many other ways, as Sela illustrates. “We often have conference calls with our customers to plan product deployments,” he says. “I know of at least two occasions when we were able to close orders on the spot during those calls because we could immediately look up information

One, these meetings are shorter and less frequent. Inventories are also updated automatically, saving additional time and improving accuracy.

The software has also enforced discipline throughout the company in areas such as product naming, which used to cause confusion. “To give you an

“We are very pleased with SAP Business One and our decision to adopt it,” Sela concludes. “A fast-growing and rapidly expanding company such as C-COM should have a flexible software application to meet its potential. I believe SAP Business One delivers this capability to us.”



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