



RALCA S.A. DE C.V.

REINFORCING A COMPETITIVE ADVANTAGE

QUICK FACTS

Industry

Wholesale distribution

Revenue

US\$100 million

Employees

250

Headquarters

Mexico City

Web Site

www.ralca.com.mx

SAP® Solution and Services

SAP® Business One application

Implementation Partner

Nasoft

Key Challenges

- Take total control of core administrative processes
- Provide high-quality information for efficient and effective decision making
- Minimize losses due to human error
- Improve bidding process

Implementation Best Practices

- Extensive process analysis prior to implementation
- Close involvement of executive sponsors
- Adherence to best-practices standards

Financial and Strategic Benefits

- Visibility into all aspects of the business at the board of directors level
- Establishment of precise responsibility and accountability of employees
- Improved tracking and control of receivables
- True analysis capability for the first time

Why SAP Was Selected

- Superior functionality
- Consistency and organization of the software
- Fit with needs

Low Total Cost of Ownership

- Rapid implementation
- Completion within budget
- Minimal customization

Operational Benefits

Key Performance Indicator	Impact
Cost of inventory	-50%
Cost to perform payment analysis	-35%
Financial period closing time	-50%
Information generation time	-35%

Ralca S.A. de C.V., a wholesaler of prescription drugs to the public sector in Mexico, wanted to boost its already excellent productivity and growth rate by improving the visibility and timeliness of information for decision making. By moving to the SAP® Business One application, the company established a single, highly available source of all key information, new levels of control and accountability, and support for making its business processes more efficient than ever.



“A future without SAP software is inconceivable.”

Juan Góngora, CIO, Ralca S.A. de C.V.

www.sap.com/contactsap

Ralca S.A. de C.V. is a wholesaler of prescription medicines that has served the public sector of Mexico since 1992.

Because of its high levels of productivity, reliance on technology, knowledge of the market, and client service orientation, Ralca is growing 25% to 30% annually in a market that is itself growing only 2% per year.

Recently, the firm took a key step to continue advancing technologically by adopting new business software. To support decision making, especially in making proposals to customers, the firm needed to speed the delivery of high-quality information to executives – along with analysis of results. The company also wanted to improve its overall business processes to boost efficiency even further. This required clarifying responsibilities for all involved in these processes and automating key steps such as computation of discount and chargeback amounts – a complex manual process that was prone to expensive human errors and abuse.

SAP® Business One Provides the Best Functionality and Fit with Needs

To select its new platform, Ralca began with an analysis of its existing processes and then looked for software to support the improvements the firm had in mind. After surveying solutions, Ralca chose the SAP® Business One application because it displayed the best functionality, organi-

zation, and consistency and fit overall requirements best.

As its implementation partner Ralca selected Nasoft, an integrator with extensive experience with SAP applications. Throughout the implementation, the team relied heavily on the business process analysis that Ralca had performed at the outset, fitting the process improvements with SAP Business One and holding customization to an absolute minimum. The project held the rapt attention of Ralca's senior executives – a major reason why the project went quickly, stayed within budget, and required no corrections after it went live.

Better Information for Management Tops Long List of Benefits

The move to SAP Business One was a complete success for Ralca. With true analysis capability for the first time and all necessary information in a single repository, management is far better equipped to develop proposals and make business decisions. Company processes are more efficient than ever and much less susceptible to errors and abuse, especially in the area of applying discounts and computing chargebacks. With clear roles and responsibilities for everyone involved in a process, accountability is at an all-time high. Inventories are maintained with unprecedented precision, with separate accounting for every category – normal, controlled, obsolete, damaged, and slated for

destruction. Receivables are controlled and tracked much more closely, minimizing shrinkage. Costs are down throughout the organization, especially in inventory and in payment computation. Closing the books is twice as fast as before.

Ralca is now well positioned to stay ahead of the competition and continue its stellar growth rate. Among its many plans is to develop a portal that provides suppliers with a list of needed products.

Because customization is minimal, the firm can move to new versions of SAP Business One quickly and easily, and it even foresees a day when it may become so large that a move to the SAP ERP application might make sense. One way or another, Ralca plans to continue relying on software from SAP to fuel its rampant growth and business success.

Implementation Partner

Nasoft is a group of Mexico City-based professional consultants that focuses on providing technological solutions for enterprises and optimizing their business processes. Its services cover all processes in the value chain. Ralca considered Nasoft's help critical in completing the project so quickly.



50 091 699 (08/11)

© 2008 by SAP AG. All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, 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.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in several other countries all over the world. Business Objects is an SAP company.

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.

THE BEST-RUN BUSINESSES RUN SAP™

