



## Direct Trade: S&T Serbia implements SAP

### The customer

Direct Trade is the leading distributor and logistics provider in the Balkans for tobacco products and so-called Fast Moving Consumer Goods (FMCG) — products used on a daily basis. Direct Trade offers a range of services to companies, including complete delivery chain infrastructure, logistics and storage, from four distribution centers in Serbia. Since 2003 the Direct Group has been an exclusive distribution partner for British American Tobacco (BAT) and officially represents the world's best BAT distributor for 2007.

### The challenge

Direct Group is also distributor for Telenor products and electronic recharge services. Together, the two companies (Direct Trade and Direct Group) cover more than 20,000 retail outlets, with more than 5000 deliveries a day, and employ around 450 employees. To improve its business processes, the company required an efficient IT solution for Enterprise Resource Planning (ERP) and entrusted S&T Serbia with the implementation of a comprehensive SAP system. One of the biggest challenging was combining SAP with an internally developed hand held remote sales support system, to form one functional entity.

### The project

SAP modules for Sales and Distribution, Finance, Controlling, and Materials Management were installed. Thanks to the implementation of mySAP ERP, systems previously overstretched in their use by different logistics centers, have been replaced by a modern and efficient central solution.

So, the improvement of IT support to business processes and information system security was achieved. Further company objectives were also realized: the provision of appropriate and accurate information and the optimization of strategic and operational management and decision making processes.

The project was completed within twelve months.

### Benefit to the customer

- optimization and consolidation of business processes
- optimization of strategic and operational management
- improvement of information system security



"The SAP implementation project has provided us with a modern information system which will enhance our business performance as well as providing support for future business."

Rade Ležaić, Head of IT for the Direct Trade/Direct Group companies, and SAP implementation project leader

### S&T Serbia

S&T Serbia is one of the Top 3 IT systems integrators in the country, and is the first international IT company established with 100% foreign capital. S&T Serbia was founded in 1996 (as S&T Yugoslavia) as a part of S&T AG, whose central office is in Vienna. With approximately 100 employees S&T Serbia focuses on large and mid-sized, national and multinational companies in projects spanning the complete range of IT services: consulting, designing, implementation, integration, maintenance and permanent (24/7) customer support. S&T Serbia's success is based on a one decade experience and continuous development since its inception.

S&T Serbia belongs to the S&T Group, which with more than 3,100 employees and Euro 522,2 million in sales in 2007, is the leading provider of IT consulting, IT solutions and IT services to customers in Central and Eastern Europe, the DACH region (Germany-Austria-Switzerland), Japan and China. Counting around 70 branch offices in 22 countries, the Group has established a successful presence.

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