



**CraigCor Distribution**  
South Africa  
[www.craigcor.com](http://www.craigcor.com)

**Industry**  
Distribution

**Products and Services**  
Industrial Equipment

## SAP Business One assists Craigcor Distribution to be more efficient

As a distributor of industrial automation, control & instrumentation equipment, CraigCor Distribution partners with leading technology brands from around the world to provide our clients with complete automation solutions. With offices in Johannesburg, Cape Town, Durban & Windhoek we have serviced industry in surrounding areas for more than 20 years and pride ourselves on the reputation we have earned of always striving for excellence.

### Before: Challenges and Opportunities

- Our previous business system consisted of an accounting-only package, and an access-based CRM tool to track our sales opportunities
- Running two separate systems gave rise to an uncontrollable spread of Excel and no integration functionality between financials and CRM

### Why SAP and Partner

- The Seidor Africa team was very committed to the project and took all the necessary steps to ensure that they had a complete understanding of our needs and requirements
- SAP Business One's query, alert and approval functionality provided us with a high level of automation and control that improves quality

### After: Value-Driven Results

- Strong controls in the sales process, additional discounts from suppliers are automatically calculated, stock control, customer credit control, integration, real-time insight into business information

**“** We can now focus our attention on our two core strategies – regional growth and product line growth, as well as increased inventory control – in each of our locations.”

Matthew Lingenfelder, Managing Director, CraigCor Distribution.