



Redhouse Group

Nairobi, Kenya

www.redhousegroupke.com/

Industry

Advertising

Products and Services

Provide professional advertising services

Redhouse Group's processes are faster and more efficient with SAP Business One

Redhouse Group provide leading brands with solid thinking, insight-led and results driven IMC solutions in advertising, design, strategic planning, public relations, digital, media planning and audio-visual production services across the East African Region.

Before: Challenges and Opportunities

- Lack of a solution that could integrate the financial and operations department led to process inefficiencies in merging data from different departments
- Lack of proper management in maintaining the price lists, discounts and promotional offers
- Accounting was totally dependent on external accountant as system was not sufficient for them
- Lack of proper controls in place hence financial management proved to be difficult

Why SAP and Partner

- Redhouse Group wanted to partner with a system that is globally reputable, such as SAP Business One. It is known to be a stable and user friendly system
- Seidor Africa came highly recommended as a professional and well established implementation and support partner
- The product knowledge transfer was excellent and ensured the users got well acquainted with the system and thereby ensuring full utilisation of the system

After: Value-Driven Results

- Improved efficiencies due to utilisation of one system hence allowing more time for users to think strategically
- Availability of information on a real-time basis ensured that clients could be responded to in a timely manner hence improved customer satisfaction
- System ensured that the company was accurately handling regulations related to local tax authorities
- Improved reporting ensured that decisions could be taken faster



SAP Business One is the best system that enable users to save time."

Mr. Evans Gicheru, Redhouse.