

Virtual Graffiti

Fast Growing IT Solutions Provider Finds the Right Fit With SAP Business One

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Hillel Sackstein,
President, Virtual Graffiti Inc.

Currently on the prestigious INC5000 list, Virtual Graffiti is one of the fastest growing IT solutions and network security providers throughout the US. Representing and distributing more than 85 different product lines across North America, Virtual Graffiti processes over 2,500 orders a month. A small to mid-sized business with plans for rapid growth, Virtual Graffiti realized they had to find an IT solution that could keep up with their quick pace. After building a successful business around researching and finding software that best fit their customers' needs, it was time to find a system that could run their own business better.

Time to Say Goodbye to QuickBooks

Since starting its business twelve years ago, Virtual Graffiti had been running their operations with three completely separate pieces of software. The company had been using QuickBooks as its accounting system. However, with 20 users and processing 2,500 orders per month, the system had slowed to a crawl. As an IT solutions provider, Virtual Graffiti had 85 different product lines, which translated into hundreds of thousands of possible part numbers. Though they didn't carry that many parts in stock, the parts still needed to be in the system to quote and order for customers.

In addition to encroaching on the maximum number of users they could have on QuickBooks and the number of

products they could load into the system, Virtual Graffiti also realized that with a very slow and limited API, QuickBooks was a closed system that would not allow them to extend the product. To accommodate for QuickBooks limited CRM functionality and poor inventory management and controls, Virtual Graffiti was using Microsoft CRM and a home-grown inventory solution. Neither of these systems would integrate with QuickBooks causing silos of information. Lacking key information, limited reporting capabilities and slow system performance, Virtual Graffiti knew they had to make a change to a single, flexible and integrated solution in order to support their growth and the needs of their customers.

Researching Online to Find the Best Fit

As a small to mid-sized business, Virtual Graffiti began their search for a new solution by researching online, looking for the right solution and the right partner. As an IT solutions provider, Virtual Graffiti was already knowledgeable about enterprise resource planning (ERP) solutions and knew of some of the most respected names in the industry, including SAP. They also were aware of how important it would be to find the right partner to help guide them through the implementation process.

After careful evaluation and time spent researching SAP Business One, watching online demos, and finding the most experienced and credible partner, Virtual



“Running SAP Business One, we’re better geared to serve our customers. It has integrated our entire company’s processes, systems and data, giving us greater insight into all aspects of our business - from our inventory to our customers’ demands.”

Hillel Sackstein, President of Virtual Graffiti, Inc

Graffiti knew SAP Business One was the best fit and reached out to Vision33 directly. “We did an extremely thorough search of all the products available on the market in the small to midsized business space”, said Virtual Graffiti President, Hillel Sackstein. “This product gave us everything we needed in one solution with simplified licensing. It is a product we can grow on and easily visualize taking our business to the next level with this platform”.

A single, integrated, extensible solution designed for growing small to midsized businesses and delivered on-premise, SAP Business One would provide them with the accounting, CRM, inventory management, and reporting capabilities they needed and much more. It would also provide them with a scalable and extendable solution that could grow with their changing needs.

Education and Guidance Are the Keys to Success

When implementing SAP Business One, Virtual Graffiti needed a partner that best suited their unique requirements - a knowledgeable, experienced company who has a deep understanding of the market and strong technical support on hand. Finding the right partner was key to helping Virtual Graffiti ramp-up quickly. After careful research, Virtual Graffiti found

Vision33, an SAP Business One reseller well-known for their focus on ERP solutions for small to midsized businesses. As the largest SAP Business One reseller in North America, Vision33 has ten established office locations that would provide them with local management, expert consulting and support resources on-site.

Virtual Graffiti had high expectations for Vision33 in terms of knowledge transfer. From the very beginning, the company made it known that they wanted to be highly involved in every step of the way. Vision33 exceeded those expectations and took a more teaching implementation approach to ensure that the IT solutions provider’s needs were met. “Vision33 has really helped educate and guide us throughout the entire process” said Mr. Sackstein. “The knowledge and experience their consultants bring to the table is invaluable. This is exactly how we envisioned the relationship between reseller and customer.”

By maintaining open communication with their partners and understanding their needs, Vision33 was able to provide so much extra value to the implementation process. According to Mr. Sackstein, “We chose to partner with Vision33 for so many reasons, from their huge knowledge base to the added education provided through the company’s weekly web chats for customers, various webinars and

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other complimentary Vision33 events for SAP Business One customers. Through Vision33’s events, I’ve had the opportunity to meet other users and share ideas, which is something I would have never had the chance to do with another partner.”

Realizing Immediate Benefits

Virtual Graffiti began to experience the benefits of SAP Business One from the onset of the implementation. “We’re really happy with the transition to SAP Business One”, says Hillel Sackstein. “Like anything, there are always challenges with employee training and the learning component because this was a brand new system that affects every aspect of our business. The rollout went really smoothly and we were able to get up and running with no disruption to the customer experience.”

Since implementing SAP Business One, Virtual Graffiti has much better control and visibility across the business. Prior to the rollout of SAP Business One, Virtual Graffiti relied on other distributors for missing information on delayed orders or returns. Now with SAP Business One, Virtual Graffiti can see open items and which orders haven’t been processed. Everything ties together, providing them with the ability to easily report on key information and have visibility across the company.

“SAP Business One has given us stringent control over movement of those products, whether it is out to customers, warehouses or returns back from customers. One of the most immediate benefits we have seen is how easily we can track and report on all of this” commented Sackstein.

With 15 sales people using SAP Business One to build and manage relationships with prospects and customers, employee and customer satisfaction has improved with SAP Business One and the company

continues to expand. As Mr. Sackstein explains, "We're able to automate so many things that we were doing manually in the past – everything from the sales side to using MRP to plan out inventory purchases. We haven't even started using some of the modules yet, so there is a lot of potential."

Building On Success and Expertise

Due to the nature of their business and expertise, Virtual Graffiti has further extended the SAP Business One system knowing that the potential is unlimited. Using the SAP Business One API, Virtual Graffiti built their own credit card processing module that interfaces with Authorize.NET and a module that ties into their credit card purchasing. Now the company can load their credit card statements into the system and match them up to the purchases being made. "We're making hundreds of credit card purchases per week and can now streamline this process thanks to SAP Business One and its extensibility," said Sackstein.

Taking the Next Step in the Journey

Virtual Graffiti has a large customer base of their own, where the majority of businesses fall under the small to mid-sized category. Virtual Graffiti took the initiative to share their knowledge gained from Vision33 and spread the word about SAP Business One to its own customers.

Due to the large consultative component of implementing SAP Business One, Virtual Graffiti approached Vision33 about offering the solution to their customers. Now, Virtual Graffiti has taken their partnership to the next level and has become a formal SAP Extended Business Member. As Mr. Sackstein explains, "We've done a lot of the research and found the best product available for small businesses like us. We have the philosophy that if we use the product, then it's a good product and something our customers would want to know about and should be using".

To learn more about how you can experience the same success as Virtual Graffiti, contact Vision33 at contact@vision-33.com for an efficiency process review today.



Company Story

Vision33 is an award-winning, certified Gold SAP Partner for small to mid-sized enterprise (SME) solutions. With ten (10) SAP certified offices throughout the US, Vision33 is able to service our customers at a local level with management and delivery resources at each location.

Vision33 helps our clients gain insight into their business so that owners and managers can sleep better at night. We employ experienced, mature, Business Consultants and Technologists that help our clients improve their business systems with the most up to date processes and software. We help our clients connect to their customers and vendors more effectively so that they are able to keep up with the changing market conditions, making decisions with current and accurate information.

