

# Gymna & Vitamed: 25% more sales via website with SAP Business One and Produmex WMS



## Company

Gymna and Vitamed (sister companies)

## Location

Bilzen, Limburg (Belgium)

## Industry

Distribution and logistics

## Products and Services

Medical appliances and products

## Employees

About 30 people

## Technology

SAP Business One with add-ons CRM, Core Suite and PDMX WMS

## Revenue

11,000,000 euros

## Web Site

[www.vitamed.be](http://www.vitamed.be)  
[www.gymna.be](http://www.gymna.be)

## Partner

Produmex  
[www.boyum-solutions.com](http://www.boyum-solutions.com)

Vitamed and Gymna chose SAP Business One® to connect their webshop to their ERP system and provide their sales with insights into their data. Produmex installed SAP Business One® and add-ons CRM and PDMX WMS. The companies now have a great insight of their data and their workflows are more efficient. Customers can consult their personal account and see previous purchases and discounts.

### Objectives

- Integrate online shop and new CRM system with the existing ERP system
- Provide salespeople with a better insight in product data and stock
- Facilitate the e-commerce activities that are now run centrally

### Why SAP and Partner

- Stability and breadth of functionality of the SAP Business One application.
- Quality and excellent integration ability of Produmex's own PDMX Warehouse Management System (WMS) for SAP Business One

### Benefits

- Everyone has real-time information about customers, invoices, deliveries and available products
- Websites can be set up abroad now too, which are much more targeted, all supported by the database
- Sales via the website have already increased by 60%
- The customer service department saves time because the software generates a picking list of available and unavailable items for every order, which the department uses to organize lorries and plan logistics faster
- Customers can log in and find all their details, look up orders and invoices, and see which items are available, always with the right price including any discounts
- Technicians and salespeople work better and faster now

*"We opted for SAP Business One. It's a very practical package containing everything you could dream of, including all sorts of add-ons such as CRM, Core Suite and Produmex's PDMX WMS. Everyone has real-time information about customers, invoices, deliveries and available products, but the biggest benefit comes from its integration with our new website."*

Frank Cesar, Managing Director of VitaMed

## 25%

Increase in sales via website

## Faster

Sales and technicians can work faster

## Better

Logistic planning

## More

Possibilities to roll-out websites in other countries

## 33,3%

Return on investment expected within two to three years

## 50%

Increase in efficiency of warehouse

