



Nihilent
evolving ideas

boAt

IMAGINE MARKETING

CUSTOMER STORY

AT A GLANCE

- **60% FASTER MONTHLY CLOSING**
- **100% DIGITALIZATION OF THE PROCURE-TO-PAY PROCESS**
- **REAL-TIME INVENTORY VISIBILITY**

CONTEXT

Imagine Marketing is a rapidly expanding consumer electronics company in India, renowned for its innovative and stylish audio products that are both affordable and long-lasting. The company's boAt brand, established in 2014, has experienced remarkable growth with over 100% year-on-year sales increase.

CHALLENGE

Due to the company's expansion, its existing ERP solution proved inadequate in scaling to accommodate the growing business. Moreover, the absence of integration among third party solutions forced the manual compilation of financial and inventory reports, resulting in delays. Outdated figures, particularly regarding stock availability, hindered employees' ability to make prompt and informed decisions.

SOLUTION

Imagine Marketing chose to implement SAP S/4HANA Cloud through the RISE with SAP solution, completing the process in under six months with minimal disruption. Integration with third-party software allowed for streamlined end-to-end processes and improved operational transparency.

RESULT

Imagine Marketing has significantly improved its reporting efficiency, reducing the month-end closing time from six weeks to just 10 days. With automated reconciliation across solutions, employees can focus on valuable tasks like trend analysis. Automated pricing workflows maintain control and consistency across channels, while auditable purchase-order processes enhance compliance through dual-level approval and inventory assessment.

CONCLUSION

Leveraging the RISE with SAP foundation, the company aims to enhance its SAP software landscape by incorporating SAP Extended Warehouse Management and SAP Transportation Management. Integrating these solutions with SAP S/4HANA Cloud will provide real-time business information, promoting transparency and accessibility for employees.

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The fact that experts from the SAP Enterprise Cloud Services organization were overseeing the project through the RISE with SAP solution and proactively alerting us to any issues really helped make deployment a success.

SHASHWAT SINGH

CIO, IMAGINE MARKETING LIMITED (boAt)

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