CUSTOMER PROFILE

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—Tara Lamb, Co-Founder, President

At a Glance

Company Name

Global Imaging, Inc.
www.globalimaginginc.com

Number of Employees

22

Primary Services

Digital Imaging Equipment Sales

System Analysis

Training and installation services

Equipment Rental

Application Used

SAP Business One

Key Customers

Advertising Agencies

Photographers

Service Bureaus

Catalogue Publishers

Fine Arts Suppliers

Beverage Suppliers

Global Imaging, Inc.

Digital imaging and finishing equipment sales, rental and professional consulting services.

Global Imaging, Inc. is a value-add reseller and distributor of advanced digital imaging solutions, which span everything from input equipment such as digital cameras and scanners and printing and plotting output devices to finishing equipment and supplies. Key to Global's success has been their ability to help their customers source the right solution to meet their individual business objectives, along with providing them with expert advice and training throughout the selection and installation process. Global's staff of digital imaging experts start the process by conducting a system analysis session, designed to uncover the client's goals, objective and the client's long term vision. This allows the Global sales and technology team to recommend the most appropriate solution. Once the solution is mutually agreed upon, the Global team provides installation and new product orientation and training services to ensure the customer can successfully use the equipment.

Global Imaging had been managing their business on a proprietary Apple Macintosh® database that consumed a substantial amount of the staff's time in order to maintain their business' data. "Our accounting system required a great deal of time due to its manual data entry nature and lack of integration. As an example on the accounting side, we were manually exporting and posting individual invoices and purchase orders one line at a time," according to Tara

Lamb, co-founder and President of Global Imaging. "With hundreds of transactions to process on a regular basis, it was no longer feasible to continue with our old system. We believe SAP Business One will vastly improve every aspect of our business, particularly in the area of improving our business process flows from the inventory management side of the organization as well as our sales and marketing processes to the overall integration of departmental data across the company."

Global Imaging had reviewed a number of products, including some that worked exclusively on the Macintosh platform; however they were unable to find the right fit for their business until they looked at SAP Business One and Navigator Business Solutions. "What I liked about working with Navigator was the detailed and creative process they went through during our evaluation. Most of the other vendors told us they could handle our business requirements but could not show us how specific functions would work and as a result they were unable to give us the confidence we needed. Navigator went through every process flow with us and showed us how they would work, including the Citrix connection to our Macintosh systems. We felt Navigator had a team of really, really bright people; they crossed their t's and dotted their i's making sure we knew exactly what software and hardware we would need, so there wouldn't be any hidden costs or surprises. From a system point of view, we expect that we will be able to dramatically cut down the time it will take to process orders, track the use of our equipment in the field and provide us with a richer

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level of customer history so that we can continue to provide our customers with superior service.

In addition to benefiting from the basic cross company integration functions such as: CRM, Order Management, Purchasing, Inventory Management, and Financials that are inherent in Business One, Global Imaging will also be leveraging several focused capabilities such as rental asset management and repair tracking, on-line credit card processing, electronic data interchange and shipping integration in order to accommodate their specific requirements.

"We're particularly interested in SAP Business One being able to help us with a number of key business processes such as improving our inventory management, being able to effectively track our inventory assets and equipment repair logs, and overall reporting," say Ms. Lamb. "We really liked the drag and relate reporting capability since it appears that it will be very easy for our non-technical staff to create their own custom reports. We also are anxious to start using the new quoting and customer order entry capability as we want to be able to more accurately quote product kits and bundles and enhance our proposal writing capabilities. With all of these new streamlined processes and improved integration of information across the entire company, we see our new SAP Business One system helping to reduce the time it takes to manage transactions and ultimately help us focus more time and energy on our customers."