

## Overview



### Company

**Computer Food Limited**

www.computerfood.co.nz

### Industry

Retail and wholesale

Consumable computer supplies

### Customer Profile

Computer Food specializes in computer consumables, camera supplies and ergonomic supplies through retail and wholesale channels, working from two Auckland locations.

### Business Challenge

With substantial order volumes and a commitment to delivering rapid order fulfillment, Computer Food sought a solution that would smoothly transfer sales information from its website to its accounting package.

### Solution

Flow regularly updates Computer Food's SAP B1 accounting package and transfers data from an Access database of product information to Computer Food's website, enabling accurate order completion and automated product updating.

### Benefits

- Reduced labour costs
- Consistent, data transfer and accuracy across platforms
- Multipurpose solution
- No package customization

## Integration Case Study

*"We wanted a simple solution, that we could control; providing more accurate and faster order placement and fulfillment. We wanted to deliver a better service, and save money." Flow has allowed us to do that."*

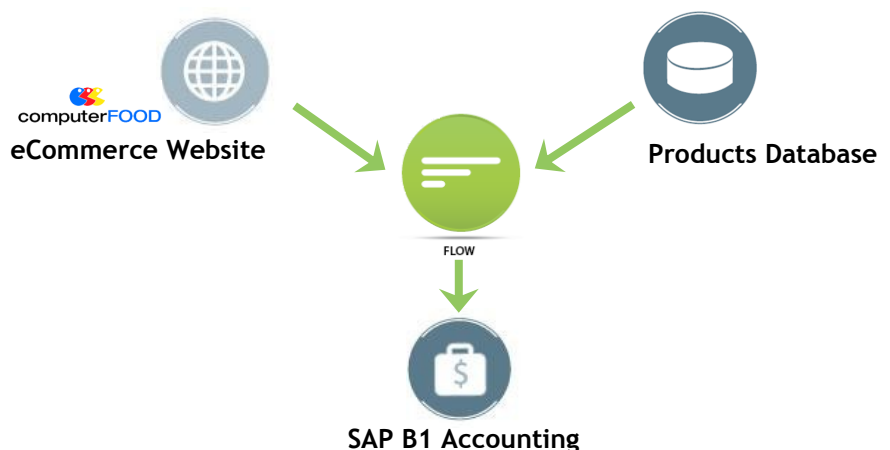
**Richard Barnett**  
Manager & Director  
Computer Food

Being in the business of selling IT-related products, Computer Food knew its business IT systems should enhance its delivery capability as well as affirming its technical capability.

Computer Food operates a successful retail and wholesale consumable products business, delivering to customers throughout New Zealand.

Computer Food approached Flow in 2008 with a tight timeframe and multiple requirements. Within two months Flow delivered a solution that more than satisfied Computer Food's needs.

### Solution Architecture



“We can measure an HR cost saving of between half and a whole person. That’s a significant saving for a business that employs around ten people”

Richard Barnett  
Manager  
Computer Food

### Situation

Computer Food is a retail company that supplies computer consumables, camera supplies and ergonomic equipment through both online and street retail outlets.

Computer Food works on a model of specialist discounting, with product value and speed of delivery as key differentiators.

With substantial order volume and a desire to provide exceptional speed of order fulfillment, Computer Food sought a method of effectively, speedily and reliably delivering its sales information from its transactional website to its ERP system, SAP B1.

### Solution

Although Computer Food was focused on finding a good method of delivering sales order information from to the business’s SAP B1 ERP system, Flow suggested that product information stored in Computer Food’s Access database could also be easily transferred into its ERP system. This enabled a higher return on investment for Computer Food.

Flow provided effective operational completion, with the majority of the growing pains ironed out, within the first month.

Richard says, “When we have dealt with Flow Professional Services staff, our questions have been answered promptly; often we have a solution within five minutes.”

*“Once Flow is set up properly it continues to work without staff intervention.”*

### Benefits

#### Unified Staff savings

Flow has resulted in a saving of between half and one staff member time.

#### Improved data accuracy

Reduced data handling between three systems means reduced the risk of error.

#### Handles large order volumes

Flow manages high volume processing reliably and fast

#### Improved customer service

Frequent data imports allow better service to customers with no change required to client interface.

#### Great return on investment

Flow middleware worked for two key functional requirements, and reduced business overheads.

### Future Forward

After over a year of operating with Flow Computer Food is currently discussing additional ways that Flow can assist in enhancing current business processes.

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For more information about Flow solutions for integration and EDI, call Flow today.

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