



# SAP B1 for Digital Media Marketing Companies

## SAP B1- Enable real-time marketing with increased transparency and internal collaboration

**Client** : India Based Client

**Vertical** : Service industries in digital media marketing.

### 1. Pain Areas

- Manage large group of clients and business partners
- Wastage of papers

### 2. Proposed Solution

- SAP Business One ERP Software
- Implementation Partner
- Silver Touch Technologies Ltd.



### 3. Why SAP B1

- Efficiently distribute and sell content across media networks
- Explore new business models with a flexible content platform
- Adjust operations to accommodate digital media trends
- Increase revenue with highly managed title performance
- Analyze IP rights and availabilities to fully leverage assets

### 4. Benefits

- Centralize and connect entire business across sales, inventory, purchasing, operations, and financials in one end to end solution, eliminating data redundancy, errors, and costs
- Focus on growing business
- Make smarter, faster decisions
- Get faster time to value
- Support changing needs
- Connect headquarters, subsidiaries, and business partners in one seamless network

### 5. Implementation Highlights

- As a service industry Customer Relationship Management is necessary

### 6. Key Challenges

- Connecting headquarters, subsidiaries, and business partners in single network
- Automization of service solutions in digital media