707 RESOURCE MANAGEMENT
SAP® BUSINESS ONE FROM DAY ONE PAYS OFF IN UNINTERRUPTED BUSINESS GROWTH

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David Adams, Director, 707 Resource Management

QUICK FACTS

Company
- Name: 707 Resource Management
- Location: Otley, United Kingdom
- Industry: Utilities
- Products and services: Waste and recycling services
- Revenue: £3.2 million (US$5.1 million)
- Employees: 15
- Web site: www.707.co.uk
- Implementation partner: ISB Global Limited

Challenges and Opportunities
- Reap the full potential of a promising business concept
- Gain integrated support for all business operations
- Achieve software compatibility with important clients
- Grow without software-imposed ceilings
- Take full control of the business from day 1
- Provide excellent customer service

Objectives
Implement a highly integrated business software solution to run the company from the outset

SAP Solutions and Services
SAP® Business One application

Implementation Highlights
- Integrated SAP Business One with Waste & Recycling One (WR1) and Spindle Professional
- Developed a Web interface for keeping customers up-to-date on their recycling success

Why SAP
- Best integration in the enterprise resource planning software industry
- Scalability to support extensive growth
- Prevalence of SAP software among clients
- Availability of well-integrated 3rd-party applications spanning multiple industries

Benefits
- Integrated business operations fully
- Supported growth to £3.2 million in revenues in 2 years
- Provided everything needed to continue growth 6-fold and more
- Supported the process efficiency required to stay lean
- Delivered excellent customer service, including a portal for viewing recycling progress
- Enabled annual savings of over £5,200 (US$8,354) in postage costs and nearly 500 administrative hours, plus substantial paper consumption, through electronic invoicing
- Provided the flexibility to integrate with 3rd-party software to support new lines of business

Third-Party Integration
- WR1 from ISB Global Limited
- Spindle Professional from Draycir Limited

707 resource management

707 Resource Management offers United Kingdom organizations a refreshing concept in waste management that combines cost savings with sustainability. To make the most of its market opportunity, the firm has run its operations from the outset with a strong foundation, the SAP® Business One application. "With complete integration and efficient business processes from the start, we have built a £3.2 million [US$5.1 million] revenue stream in just two years and are well positioned for much more growth in the future," says David Adams, a founder and director of 707.

Applying Lessons Learned Through Extensive Experience

Adams and the others who founded 707 know the waste and recycling industry well, having successfully built and sold off several other such companies. One of the lessons they learned is that saving money and saving the planet can be complementary goals, a principle that became a pillar for the young company. 707 believes in turning waste into a resource by recycling wherever possible, with a goal of leaving nothing for the landfill. Sustainability is so important to 707 that it outsources the actual collections side of its operations, believing that there are quite enough trucks already on the roads.

707 also knows that its customers, businesses and healthcare organizations throughout the United Kingdom, feel the same way about being green – especially since the country's tax policies strongly encourage recycling. "We were certain that we had a winning business model and should do everything possible to make sure it bore full fruit," recalls Adams. "That is when we applied another lesson we had learned from experience – that it is smart to employ a strong business software foundation from the very beginning. Other start-up companies defer that investment and start with a mishmash of applications instead. What they learn is that the difficulties in getting the applications to talk with one another frustrate customers, burden employees, stifle growth, and prevent business concepts from delivering their full potential."

Choosing All the Right Software, Fully Integrated

Starting off with any enterprise resource planning (ERP) software is not enough, 707 knew; it was important to have the right ERP software. "At our other companies, we had experienced firsthand the inefficiencies that result from poor integration," Adams explains. "Therefore, we made integration an issue of paramount importance in software selection. When we got down to two finalists and checked them out in-depth, we found that SAP Business One is the best integrated, hands down. Nobody else has integration covered like SAP. Furthermore, several of the companies we expected to become our customers are SAP software users, and we wanted to be compatible with them for eventual electronic data interchange. Another important advantage of choosing SAP is the wealth of third-party software and services available."

707 tapped the library of third-party software that integrates with SAP Business One right away, choosing a pair of applications to fulfill immediate business needs. One of them is Waste & Recycling One (WR1) from ISB Global Limited, a UK firm and SAP channel partner that specializes in waste and recycling. "ISB Global was
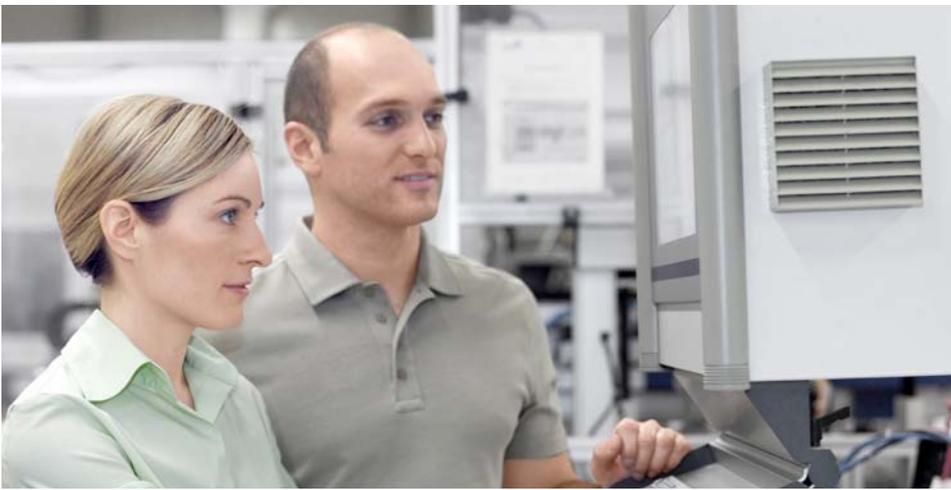
an ideal partner because it not only provides software that extends the functionality of SAP Business One into the specific needs of waste and recycling, it also provides implementation and development services," Adams reports.

A key aspect of the implementation was the development of a Web portal for customers' use in viewing important information such as the percentage of their waste that winds up being recycled versus dumped into landfills. "Customers can tell at a glance how well they are doing at recycling, which in turn tells them the impact on their taxes," says Adams. "If too much is going into landfills, they know there is room for improvement and can take measures to deal with the situation."

The next third-party application that 707 implemented right away was Spindle Professional from Draycir Limited. This software, which is also tightly integrated with SAP Business One, issues purchase

keystrokes to save all the time and expense of printing invoices and their envelopes, putting them together, applying postage, and depositing them in the mail. The invoice arrives in seconds instead of days, which means we receive payment sooner. There has been talk recently of a possible postal service strike, but this is nothing that would impact our ability to invoice," Adams reports. "Lastly, there is the effect on our image. It would hardly do for a company like 707 to be killing trees unnecessarily, would it? We are trying to be a model for our customers."

Preparing for Further Growth and Diversification

Because 707 started off with SAP Business One from its inception, it was able to build efficient processes based on the application and use them without interruption as it built up the business. "Companies that start small with their

quickly, and we are very proud to have reached the £3.2 million level after just two years. Without SAP Business One, we could never have grown as quickly as we have. More important, we are positioned to continue that growth uninterrupted for many more years. We have contracts in the pipeline that we can see boosting revenues by a factor of six or more. SAP Business One will see us there and a lot farther."

Although 707 is very pleased about the shape of its waste and recycling business, the firm's leaders are already starting to think about branching in other business directions as well. "One industry we are considering is energy," says Adams in closing. "If we do diversify, we know we already have the necessary flexibility in SAP Business One. Just like we extended its functionality for waste and recycling with WR1, all we would need to do is select another suitable application that integrates with SAP Business One to extend into energy. Whatever direction we go, SAP Business One and its ecosystem will be there for us."

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orders and invoices automatically via e-mail instead of paper. "Electronic invoicing has delivered outstanding benefits. Basically all we need is a couple of

software have to go through disruption when they change out to something bigger," says Adams. "We, on the other hand, were able to ramp up steadily and