Case Study

Babylon-Enterprise Makes Sales Process More Effective at Avnet Israel

Company

Avnet Components Israel Ltd. (Avnet Israel)

Industry/Market

Electronic components distribution and support

Challenge

Improve sales process by facilitating access to critical information from diverse sources.

Solution

Activated by a single click in any desktop application, Babylon-Enterprise gives users instant and simultaneous access to information from all sources.

Benefits

♦ Expedited the preparation and improved the quality of quotations.

♦ Improved service to customers.

♦ Improved decision-making process.

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"Babylon-Enterprise gave us the solution we needed – simple and quick access to the information already in our organization. The result has been a significant improvement in the effectiveness of our sales force."

Dani Koren
President
Avnet Israel

About Avnet Israel

Avnet Inc. (NYSE: AVT), a Fortune 500 company, is the world's largest distributor of semiconductors, interconnect, passive and electromechanical components, computer products and embedded systems from leading manufacturers. Serving customers in more than 69 countries, Avnet markets, inventories and adds value to these products and provides world-class supply-chain management, engineering services and solution integration. The company's sales exceeded US$ 14 billion in 2006.

Avnet Israel, Avnet's operation center in Israel, is the largest value-added electronic components distributor in Israel, representing some 15 percent of the total available market in the country.

Avnet Israel is the largest value-added electronic components distributor in Israel

Multiple Information Sources Make Sales Activities Difficult and Slow

Avnet Israel was established in 2001 upon the merger of RDT Technologies and Avnet-Gallium, the latter having been formed by an earlier Avnet acquisition. From its start, therefore, Avnet Israel was both a consolidation of formerly independent companies, and a part of an expanding worldwide conglomeration. As a subsidiary, Avnet Israel must align with operations at headquarters in the USA and other subsidiaries in Europe and the Far East.

As a result of acquisitions and mergers, Avnet ended up with a number of ERP systems – primarily SAP in Europe and the Far East, Genesis in the USA and Aviv in Israel. In addition to these ERP systems, Avnet Israel also maintains a number of databases and applications with information on a vast array of products, suppliers and customers.

Typically, an Avnet Israel sales representative would have to refer to several information sources, such as various ERP systems, catalogs and prices lists, to prepare a purchase order or reply to a customer inquiry. The need to access different ERP systems and dispersed resources made even basic tasks cumbersome and time-consuming for Avnet Israel employees.

"We needed to simplify and shorten the process of issuing a quotation," says Omer Hermoni, VP Information Technology of Avnet Israel.

Babylon-Enterprise Gives Employees Quick and Simultaneous Access to All Information Sources

Hermoni found the solution for Avnet Israel's needs in Babylon-Enterprise. It provides a single platform through which all information is accessed and presented in a uniform format.

Babylon-Enterprise gives Avnet Israel employees instant access to the information that is integral to the operations and success of the company. This includes product information, such as prices, inventory and lead times, according to the various ERP systems used in the USA, Europe, the Far East and Israel; CRM information, such as order details, customer contact details and blacklisted customers; and special prices for preferred customers.

In all, information from over 40 sources, including ERP systems, CRM applications, price lists and other databases from vendors, has been compiled into the Babylon-Enterprise format for single-click accessibility by employees. Automatic daily and weekly updates ensure accuracy and reliability.

"Implementation of the Babylon-Enterprise solution was completed in just a few days. The technical aspects were by far simpler than the ones I have encountered in other, typical IT integration projects," says Hermoni. "Babylon-Enterprise also allows us to access information from legacy systems." Moreover, Avnet Israel staff can, in a matter of hours, convert a database from any vendor, into a Babylon-Enterprise information resource that is accessible in a single click.

One-Click Access to Business Information Improves Sales Performance

According to Hermoni, "Babylon-Enterprise reduced the time it takes to produce a quotation from hours to minutes. And it has also improved the *quality* of quotations because our salespeople always have *all* the information they need."

Dani Koren, President of Avnet Israel, concurs, "Babylon-Enterprise gave us the solution we needed – simple and quick access to the information already in our organization. The result has been a significant improvement in the effectiveness of our sales force."
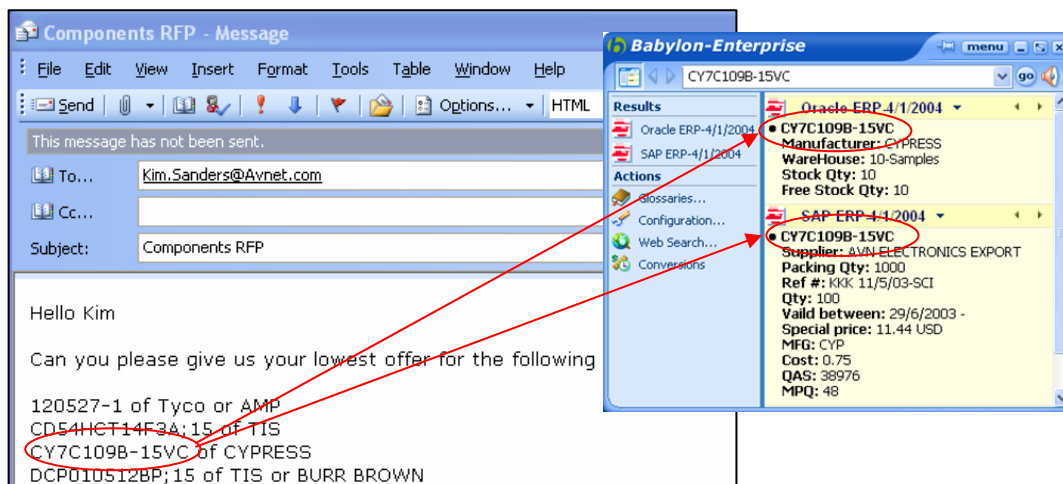
Babylon-Enterprise reduced the time it took to prepare quotations from hours to minutes, and significantly improved the quality of the quotations