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- Ooi Tze Hoong, Country Manager

Customer Success Story



CUSTOMER PROFILE

Play Incorporation Pte Ltd is a leading regional gaming software distributor for Sony PlayStation software. Founded with the vision to be at the forefront of the regional gaming software distribution industry, Play Incorporation currently has offices in Malaysia, Singapore and Indonesia. Regionally, Play Incorporation is the official game distributor for numerous leading brands including SIE (Sony Interactive Entertainment), Square Enix, Koei Tecmo, Activision, Bandai Namco and Sega.

THE CHALLENGE

Prior to engaging Axxis Consulting, Play Incorporation used an accounting software to handle their daily financial operations. However, as the business expanded out of Malaysia to include other entities in Singapore and

Indonesia, they realised that their existing accounting software was not adept to handle the amount of data from multiple entities/locations, resulting in an overwhelming data-discovery process and numerous data discrepancies between departments.

“We decided to change our system because the business was expanding overseas and we needed it to be accessible by all entities. With the existing system, the different departments were not linked. As a result, there were often discrepancies in data,” explained Ooi Tze Hoong, Country Manager at Play Incorporation .

Thus, in order to support the growth of the company, Play Incorporation needed a business system that can seamlessly accommodate large volume transactions coming from multiple locations/entities and consolidate enterprise-wide



Company:

**Play Incorporation
Pte Ltd**



Industry:

**Gaming
Distribution**



Solution:

SAP Business One

data onto a single centralised platform. The new system was also required to be flexible and accessible, allowing employees to access the information they require from any of the three locations where the entities were located.

In addition, with plans to integrate their existing POS system, the new system needed to be capable of allowing for third party solution integration.



WHY SAP BUSINESS ONE?

“Play Incorporation selected SAP Business One because it is a global and reputable ERP system. Furthermore, it is flexible and is able to cater to our requirements,” said Country Manager Ooi Tze Hoong.

Play Incorporation wanted a solution that was cloud-based, flexible and budget-friendly. In addition, the system needed to be capable of handling large volume transactions from multiple locations effectively and allow for future 3rd party application integration.

Considering Play Incorporation’s expanded operations in SEA, Axxis Consulting recommended the SAP Business One HANA cloud solution. The new system is able to support multiple geographies and being on cloud, this allows the Finance team to connect to different companies from a single platform. In addition, it can handle large volume transactions and is flexible enough to allow for third-party solution add-ons.

THE PROJECT

Working with Play Incorporation, the SAP Business One team at Axxis Consulting helped identify

the main requirements for the new system. The project required the team to implement an SAP Business One solution that can cater to the company’s ordering, purchasing, inventory and financial processes.

The company also faced the challenge of deciding between a perpetual and non-perpetual inventory system. To help the them in their decision-making process, Axxis Consulting did a comparison analysis between the two inventory systems, presenting the pros and cons of each inventory setups and pointing out the best system which suited their current requirements.

The implementation period fell at a time where Malaysia was experiencing changes to its regulatory policy due to shifts in its governing body. Despite that, the SAP Business One team managed to support the changes in tax rules and accommodate the differences in tax rules between Singapore and Malaysia.

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PROJECT RESULTS

With SAP Business One, information from all departments are now consolidated into a single system. It is now much easier for the finance team to perform financial reconciliation, minimizing double entries and data discrepancies.

In addition, the enterprise search functionality in SAP Business One also allows for simpler and faster searches, allowing the team at Play Incorporation to pull out specific information required in record time.

FUTURE OUTLOOK

After implementing SAP Business One, Axxis Consulting worked with Play Incorporation to integrate one of the business’ ecommerce platform with the new system.

Aside from that, Play Incorporation is also looking to integrate their existing POS system with SAP Business One in the near future, further minimising double entries.