

# Electrónica Elemón, Argentina

**Electrónica Elemón S.A., one of the main suppliers of electronics parts in Argentina, chose HansaWorld Enterprise as their business solution.**

## Company Profile

Electrónica Elemón S.A. has more than 30 years of experience and a good reputation in the electronic market, offering competitive prices, high quality products and excellent service. The company sells more than 6.000 products available in their main office in Buenos Aires and their branch office in the city of Córdoba with 16 employees working on line. [www.elemon.net](http://www.elemon.net) [www.elemon.com.ar](http://www.elemon.com.ar)

## Situation

Electrónica Elemón previously used an old DOS-based version of local software Stradivarius for which updates were no longer available. In 2001, during a combination of economic, political and social circumstances affecting Argentina, the company decided in favour of a new business solution.

"We decided that it was the right moment for changing the system," remembers vice-president Daniel Garbarino, "When evaluating HansaWorld Enterprise, I was very impressed with the possibility of obtaining a deeper analysis of future profit from the Sales Order. This was the kind of information and analysis that was not available with our previous solution."

Some of the reasons that helped in choosing HansaWorld were:

- Customer-orientation
- User-friendliness, with a graphic user interface
- Great cost – price relationship
- Reliable integration in all the modules
- Integration of CRM to ERP



## New beginnings with HansaWorld

When carrying out the implementation, customisations were programmed to fulfill the requirements for costs calculations on several currencies - this was a top priority considering that Electrónica Elemón had suppliers from different countries in Asia and Europe, and subjects as the cost control of the items, currency rates and currencies were of relevance.

Electrónica Elemón started working on 3.9 version of HansaWorld Enterprise, and has implemented modules like: Logistics, Purchase Orders and Quotations, Pricing, CRM, Group Calendar. They have 14 named users and 2 concurrent users distributed between the main office and Córdoba branch.

The implementation lasted a year; during this time the custom programmed functions were tested and approved by the customer.

HansaWorld's dealer employees were in charge of the implementation, training and consulting provided to Electrónica Elemón.

## Benefits

"The main result we were expecting was better performance compared with the old system, this was successfully achieved after implementing and stabilising the system," says Daniel Garbarino.

Other benefits were:

- Integration of information from all the modules in the system
- Increased efficiency
- Time savings
- Better customer service

## Future plans

Since the end of 2006, Electrónica Elemón has been a HansaWorld customer straight through HWBA SRL, the regional office of HansaWorld's Latin American operations. They displayed their trust in HWBA by starting the migration project from their 3.9 version to the latest 5.1 version of HansaWorld Enterprise. The migration process was finished successfully in January 2007.

"We are using only 70% of our system's full potential. After the migration to version 5.1 we are conscious that there are lots of functions that we can use in the short term," commented Daniel Garbarino, referring to the modules of CRM and Expenses, with trainings scheduled for the next coming months.

Other future plans include the development of new export and import processes to work with their website, and at the same time keep control over the information.

## About HansaWorld

HansaWorld is a business solutions provider with nearly 20 years of experience in the international software market. It is our ambition to stay ahead of change and constantly offer customers more efficient ways of running their businesses. With more than 69,000 installations worldwide, we have the experience to be your future-proof software partner combining global knowledge and local representation.