

Pineapple Promotions markets for success with SAP® Solutions



Before: Challenges and Opportunities

- Pineapple Promotions implemented SAP Business One because it wanted a robust software architecture that would integrate with its suppliers' systems easily to enable the automation of ordering, personalizing and delivering of promotional items, such as cups and pens, direct to businesses.

Why SAP and LBSi

- Pineapple's Co-Founder had prior experience of using SAP Business One and choose the platform because he knew the software was flexible and could expand with the company as it grew.
- Having worked previously with LBSi, it was an easy decision for Pineapple to choose them again to implement SAP Business One – especially because they could offer a shipping integration module.

After: Value-Driven Results

- Pineapple has grown 200% year-on-year – largely because its team can focus on their core business of selling, instead of processing and fulfilling customers' orders.
- Most of Pineapple's back-end processes now flow automatically through the system. When orders come in, a PO is generated and automatically emailed or transferred through a direct link to the supplier(s). Status updates then feed straight through to Pineapple's system, as suppliers fulfil the orders.
- The shipping module from LBSi automates shipments, so labels are now generated without any manual intervention, depending on customers' preferences (e.g. for DHL or UPS). This used to be an extremely cumbersome job and take one of Pineapple's three employees all day to fulfil. But now the process only takes a few clicks and can be completed in less than 15 minutes.

“My **experience** of using **SAP Business One** made me choose them – which is **more than I can say for any other software I've implemented**. We're such a young company, we don't know what the future holds. But I know that **SAP can grow with us**.”

-Jon Corrado, Co-Founder of Pineapple Promotions



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