



Epicor Success Story

Feruni Ceramiche

Epicor EPM Software Helps Feruni Drive Business Growth

Company Facts

- ▶ Location: Malaysia
- ▶ Industry: Trading, OEM, Tiling
- ▶ Website: www.feruni.com



Success Highlights

Challenges

- ▶ Gathering increased amount of data from various sections of the business but didn't have the means to structure or interpret the data
- ▶ Growing internationally meant more data being collected, and the business needed to be able to report

Solutions

- ▶ Epicor® ERP
- ▶ Epicor EPM
(Enterprise Performance Management)

Benefits

- ▶ Reduced time for financial reporting
- ▶ Data is now structured and available for drill down analysis
- ▶ Detailed canvas view helps to identify gaps in performance or efficiency
- ▶ The company's marketing strategy can be fine tuned based on increased customer knowledge and understanding of buying behavior

Headquartered in Malaysia, Feruni Ceramiche is one of the leading brands in upmarket ceramics and porcelain tiles. Feruni provides high-quality tiles from various ISO 19001 accredited plants located in Malaysia, China, Italy, and Spain. Today they have six retail stores that offer a lifestyle shopping experience and they possess a firm foothold in residential and commercial properties throughout Asia. With double-digit business growth, its vision is to expand its operations globally. The company implemented the Epicor enterprise resource planning (ERP) system in 2013 to support its growth.

"We selected Epicor ERP not only because of its service-oriented architecture and flexibility, but also because of its integrated enterprise performance management functionality," says Sean Yu, senior financial manager for Feruni Ceramiche. "We wanted a system where ERP and EPM functionality was completely integrated so that we could manage and interpret the data coming from the ERP system, by using the slicing and dicing tools available in the EPM."

Epicor enterprise performance management (EPM) offers budgeting, planning and forecasting; advanced analytic applications, like business scorecards; data warehousing; business activity queries (BAQ); and comprehensive reports that are fully connected to Epicor ERP system.

After going live on Epicor ERP, Feruni decided to wait for six months before implementing the EPM functionality. “This was because we needed to build up the amount of data and information available to us,” explains Yu. “We had seen how some clients buy EPM functionality but don’t go ahead with the implementation because they focus on the ERP processes and all the new requirements that always come along once it’s in place. But for us it was more important to focus on the EPM processes to drive the end results. We knew what we wanted from the EPM system and we knew that having this in place could help us further improve our business. So we designed the dimensions and hierarchies in the EPM system and then knew exactly what data we needed the ERP system to gather.” Based on this approach, Feruni was able to go live with the EPM system, integrated with the financial module in their ERP system, in just one day, with one additional day set aside for training.

The Epicor EPM system supports Feruni in two ways, with financial and non-financial information. “We can easily generate an overview of our financial performance through the EPM, with the ability to drill down further into sales by entity, by company, by department, and by product,” says Yu. “It also helps us compare actual sales figures with the budget to help us track how we’re doing. This means that we can take action much faster than in the past and make adjustments where needed to close performance gaps.”

Feruni have also created a sales and operations canvas where they capture data from activities before the sale is made. They can capture visitor details, from the time they set foot in the retail store through quotation, order, sale, and delivery. “We track this information on a daily basis and we can drill down into the sales information by gender, location, and specific requirements,” says Yu.

“We can now even track conversion rates between how many visitors that asked for quotations and how many of those turn into orders. We can also drill down by branch, by which responsible solution consultant, or by product information such as square meters. This means that, for example, if we notice that the conversion rate is decreasing in a specific area we can identify exactly where that is and we can make changes to improve the rate back up again.”

Another reason why Feruni invested in the EPM system was to support its growth plans. They found that the volume of data gathered in the ERP system increased dramatically, and without it in place, they wouldn’t be able to structure that data and interpret it correctly to track performance. “The main benefit we get from the EPM is that we get access to business information much quicker and easier,” says Yu. “We find out about potential issues much faster which means that we can also take action and rectify problems faster. The better we understand how our business performs the more efficient we can become and the more we can grow.”

Another benefit Feruni has achieved is the improved reporting. “In the past, it used to take us an hour or so to run the group financial accounts in Crystal Reports, but using the slicer we just change a few selections and run the entire report in a few seconds,” says Yu. “We also use the canvas during management meetings and presentations. This means that everyone in the company is working with the same data and everyone see the same picture of how the business is performing. It helps us collaborate and work better together to achieve our vision for business growth.”

Feruni has also seen benefits in using the EPM system for managing sales and operational data. Yu explains, "Because we can now track and analyze visitor data in detail, we can inform our marketing team about trends and behavior so that they can customize the marketing strategy appropriately. Understanding our customers better means that we can attract the right type of buyers and increase our reach into different geographies."

For those Epicor customers that haven't yet implemented EPM functionality, Yu advises them to sit down with a consultant to draw up the end results before they start. "If you know exactly what you want out of the system before you start

the implementation, the process will be much quicker and easier," he says. "Spend time on setting up the dimensions and hierarchies and you'll find that the EPM system will help you manage your business performance much more efficiently." Yu concludes, "It's also important to clearly differentiate between the functions of the ERP and EPM systems. The ERP system is for operations and processing data, whereas the EPM system focuses on getting the right data and interpreting it. By getting the EPM processes right you can improve the ERP system as well."

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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