**ORAKEL GROUP**
Belgium

**INDUSTRY**
Consumer Products

**PRODUCTS AND SERVICES**
Personalised products for events and advertising

**EMPLOYEES**
60

# orakel

be.orakel.com

*"If we hadn't started using SAP Business One in 2004, we wouldn't be here now. The system ensures that we can deliver on our promises. We could only achieve that with a genuine partner like Vigor. We have grown together into what we are today."*

Sofie Hermans, Commercial Manager, Orakel Group

## Orakel Group conquers the events world with SAP Business One

If you are at a festival or another event, there is a good chance that your wristband and tokens are from Orakel Group. Orakel Group, consisting of Orakel and b-token, is one of the world's largest producers and suppliers of personalised products for promotional campaigns and events. Orakel Group relies on Vigor and SAP Business One to streamline all processes internationally.

**37%**
of orders are made through the webshop, after which SAP Business One automatically processes those orders

**100**
countries around the world receive Orakel Group products through SAP Business One

**OBJECTIVES**

- Orakel Group used multiple systems side by side, which meant that employees had to re-type orders and financial data time and again.
- Explosive international growth shortly after the company began increased the need to simplify all processes.
- No general overview or insight into business performance due to the use of separate systems.

**WHY SAP AND VIGOR**

- SAP Business One offers the ability to support all processes in a single system.
- In addition to providing a strong foundation, SAP Business One can also be customised for some specific Orakel Group processes.
- Vigor stood out from the start because of its personal and interested approach.

**BENEFITS**

- Less chance of errors in business processes because all employees work in a single system.
- A solid foundation for automation and innovation, including a dynamic webshop.
- Because all customer information is in SAP Business One, Orakel Group has a huge source of input for better marketing.
- Easier to maintain ISO certification because, among other things, all items are traceable and processes are easy to understand.