



Bugaboo and Exact



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EXACT'S PRICE: PRICE QUALITY RATIO IS FANTASTIC



Bugaboo, a Dutch company that makes mobility products, has sales offices located across the entire world. Bugaboo was founded in 1999 by designer Max Barenbrug and doctor Eduard Zanen, its mission being to further inspire already dynamic people. Bugaboo's drive for innovative solutions has resulted in people no longer feeling inhibited to hit the trail and discover the world – with their child! Into the towns and forests, through the sand and snow, Bugaboo will not stand in your way!

With sales offices throughout the entire world, Bugaboo is rightly a significant international player in the pushchair market. Bugaboo sells its products in almost 50 countries and employs approximately 800 people worldwide. The majority of the activities are carried out in the Amsterdam headquarters. Product development, design and technical development of the products all take place in Amsterdam. The main outlines of international marketing plans, for customer contact, service, PR, purchasing and planning are also drafted in Amsterdam and localised for each country.

All divisions run on Exact

Rob van Dijk, Bugaboo System Development Project Manager, explains how the organisation has grown: 'When I started at Bugaboo 10 years ago, we worked with six people. You can imagine that the systems were installed in a rather

basic way. Not much was needed; we only had a small accounting setup. We've worked with Exact since day one. Prior to coming to Bugaboo, I worked at an Exact dealer – I have been working with Exact for 20 years. We also use it outside of the Netherlands. Currently, there are four divisions that operate with Exact: EMEA, Spain, Australia and the US. The US initially used a local package, but we want to connect everything globally on one single system.' The US has asked Van Dijk to implement Exact for them.

Exact's price-quality ratio is fantastic

'We had a reorientation a few years ago to assess whether Exact really is the right package for us. Exact software is actually software for SMEs, and we are expanding enormously, which is why we looked at it critically once again. We reviewed a range of systems, including the major players with ERP packages. However, we concluded that we are still very satisfied



with Exact and in combination with a number of custom solutions, will be able to continue for a number of years to come. It works well and has a great price-quality ratio.' Having concluded that Exact was still the solution for them, Bugaboo has continued to invest in the partnership. 'We had certain wishes for the reports because although the different Bugaboo divisions operate as separate PLCs, you want the same information being reported for each division. We have been using the integration with Sumatra and Cognos to achieve this successfully for a number of years now.'

Systems are rock solid

All sales organisations within the company work with Exact Synergy Enterprise. A link has been made in each location to the other divisions and to Exact Globe. The key challenge was the synchronisation. It works perfectly in Exact Synergy but it is slightly more difficult in Exact Globe. Here you are faced with local legislation for tax, local transportation, language and VAT rates. 'But,' says Van Dijk, 'it has successfully been set up and is now as solid as a rock.' The customer contact centre, where all customer telephone calls and e-mails come in, uses Exact Synergy for recording all contacts. The new orders and orders for individual parts are also placed in Exact Synergy with automated processing as an order in Exact Globe.

Time saved with Exact

'We have developed a global Retail Online Ordering portal for our retailers, which creates the orders in Exact, taking into account the prices, range, language, stock, delivery time etc. established in Exact. In addition, all our divisions communicate through EDI, XML and web services with our larger retailers, logistics partners and e-commerce platforms. With software from TIE Kynetix, Orbis and the Exact SDK tools we can automatically forward or process incoming and outgoing orders. This saves a lot of time in checking and handling of these processes,' says Van Dijk.

The Orbis process management tool runs the automated tasks in the background, due to the fact that standard workflows are started, based on events in Exact Globe and Exact Synergy. If for example, a new staff member is registered in Exact Synergy, the workflow is started whereby Facilities receives a notification to have flowers delivered. Van Dijk: 'Thanks to the custom solutions realised on top of the largely standard solution at Bugaboo we're now right where we want to be with Exact Globe and Exact Synergy.

We are very happy.'

OLD SITUATION

When Bugaboo began as a small start-up in 1999, the team consisted of only six people. The focus was on the Dutch market. In 10 years, Bugaboo has grown into a global player in the mobility sector. This enormous growth also had consequences for the design of the software. Exact Globe, previously Exact for Windows, was used right from the start.

THE SOLUTION

The Bugaboo team has now expanded into a major international organisation with a factory in China, six warehouses and eight offices spread throughout the world. Exact Globe and Exact Synergy are used by the entire organisation. Along with a number of external consultants, the IT department focuses on managing the systems and their further development. This with the objective of enabling all offices to communicate with each other.

THE BENEFITS

- All offices work on the same systems globally
- Systems are mutually integrated with each other, everything can be retrieved easily
- The information is stored in a structured manner
- It is transparent and user-friendly
- Attractive price-quality ratio

BUGABOO

Rob van Dijk, System Development
Project Manager



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Facts

Organisation name	: Bugaboo International BV
Type of organisation	: Private Limited Company (BV)
Number of employees	: Approximately 800
Number of Exact users	: 250
Number of Exact users	: 60
Active Exact product lines	: Exact Globe and Exact Synergy
Focus areas	: Financial, Logistics, Production and Shop Floor Control
Sector	: Mobility
Focus areas	: HRM, CRM, Document Management, Workflow, Financial, Logistics, Production and WMS
Implementation partner	: Optibus, LINQ 5, Orbis software
Implementation period	: 1 year
Locations	: 5 divisions, 8 offices, 1 factory, 6 distribution centres
Website	: www.bugaboo.com