



Synergy Hire Ltd

SAP Business One: Customer Success Story

SAP® Business
One

thinc*

Background

Synergy Hire Ltd are a heavy plant hire company with three depots in Hertfordshire, Southampton and Birmingham. They are committed to sharing their industry knowledge and expertise of plant equipment with customers, giving them an unrivalled service. Their fleet of brand-new Hitachi excavators are some of the most technologically advanced excavators in the industry, and their motto is "we want to exceed your expectations".

When Synergy approached us, they were unsure about the right solution for them. Our consultants connected with them to listen to their challenges and really understand their plans and concerns about future growth. We presented several options to recommend the best way forwards for them to achieve their ambitions.

Challenges

- The need to Implement a robust ERP system into the business within a very short timescales to avoid disruption and help optimise working practices.
- The system had to integrate with a hire industry specific solution in order to be effective.
- Providing board members in the UK, Netherlands and Japan with visibility of the company's performance and giving them access to real time financial information as and when they needed it so that they could make accurate decisions.



We were able to easily understand the advantages of each option and arrive at the best decision for our staff and business needs. The consultants at Thinc demonstrated a very thorough understanding of SAP Business One and could easily see where and how it could be implemented to help our business. Their support has been excellent from the start to finish of this project and I'm looking forward to continuing to work with them as our business continues to grow.



John Fitzpatrick,
Director, Synergy Hire

Key Highlights



Fast Deployment

The solution was live within eight weeks of sign off from business leaders at Synergy Hire.



Minimal Disruption

Fast deployment meant that Synergy Hire were able to swiftly train on the new system and speed up the transition.



Personalised Solution

Our close collaboration with industry specific software enabled a near seamless integration.



The Synergy team have many years experience in the plant hire industry, but as with any new venture, they needed a system that could support them quickly and reliably. Thinc oversaw the integration process with their industry specific software and applied best practice to deliver an end to end solution that met their very specific requirements.

SAP Business One is an incredibly flexible tool that allows us to work in a wide range of verticals and industry's even if they have niche requirements.

The Synergy team were great to work with and although the 8-week deadline was tight we were able to quickly understand their business needs and put together a robust project team to achieve their target.



James Peel,
SAP Business One Manager, Thinc