

Ban Leong's Finance Team spearheads resource automation and agility in their Singapore Operations leveraging Unit4 Financials



Ban Leong

Ban Leong Technologies Limited is a leading distributor of consumer and enterprise IT solutions in Southeast Asia. Founded in Singapore in 1993, the company has since expanded its business to Malaysia and Thailand, with a vision of building a regional brand name that is synonymous with innovation and technological advancement through their ever-growing portfolio of brands. To realise this goal, Ban Leong harnesses the power of cutting-edge technology to eliminate complexities and introduce agility to financial and data management. The implementation of Unit4 Financials has allowed Ban Leong to remove the need for a top-heavy team structure and to benefit from real-time insights to support ongoing sales and marketing efforts.

Background

Ban Leong has been a leading name in the technology distribution industry for the past 25 years. Headquartered in Singapore, and with offices across Southeast Asia, the company was awarded the Singapore Enterprise 50 Awards thrice, and the Singapore 50 Fastest Growing Award on two occasions. At the core of the business is a customer-centric approach and a commitment to enabling innovation and digital transformation, and that vision has fuelled the company's successful journey to become a next-generation, technology-driven specialist distributor.

Ban Leong currently serves a diverse customer base that includes retail buyers, technology resellers, corporate entities and end users. In addition to overseeing the distribution of innovative in-house brands including AVLABS and eGear, the company also supplies a wide range of IT products, ranging from consumer technology (audio, computers etc.) and corporate solutions (communication and video collaboration devices etc.), and their customers include top IT retail chains such as Challenger and Best Denki.

Industry

Professional Services – Distribution

Location

Southeast Asia

Scope

178 types of products under 52 brand names; annual revenue of \$158.6million (2018)

Solution

Uni4 Financials



“We have a relatively big in-house sales and product team, and the monthly reports including the commission calculation used to be a tedious and complex. The Unit4 Financials support team worked closely with us during the implementation stage to ensure that the different parameters were in place to refine and automate this process, and we’re very pleased with the outcome.”

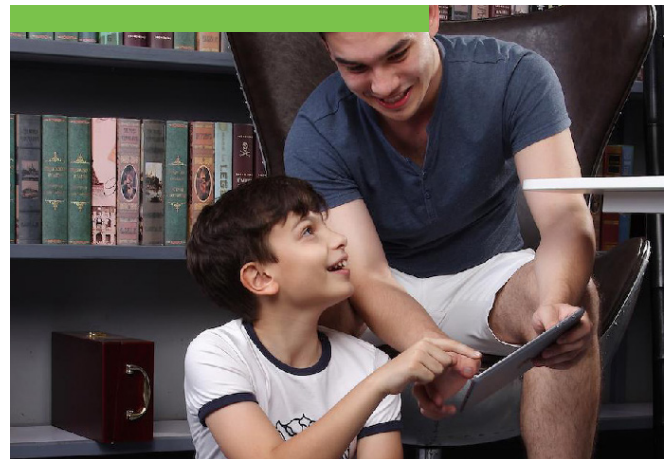
Soo Fang

Group Financial Controller, Ban Leong Technologies Limited

The challenge

There were a number of reasons why Ban Leong needed to change:

- Ban Leong’s diverse customer base and growing brand portfolio requires comprehensive data management**
 Datasets generated from the different customer groups and across all the brands are diverse – they contain a variety of crucial information that the in-house team needs to track. It was time consuming collating the required data in a streamlined manner due to several restrictions within the previous software, for example the lack of data fields and user-friendly features. Information had to be added to the comment section, which required additional manhours to extract and present in a spreadsheet.
- Manual consolidation of sales commission**
 Sales results are consolidated at the end of every month, which is then used to calculate pay-outs for every member of the in-house sales and product teams. The entire task was completed manually and required almost one month to finalise. Different calculation formulae for various commission schemes further complicated the process.
- Resource-heavy monthly reporting**
 Ban Leong’s monthly financial reports depended on the sales result that was only available close to the end of the following month. The financial team had to manually extract and combine data from different reports, aligning and formatting to make the data presentable to the management team.
- The lack of real-time information**
 The finance team faced challenges in retrieving crucial information related to their sales efforts due to restrictions within the previous software. In order to analyse any particular expenses, the team had to export the data at the end of the month, manually align the columns and re-present the extracted data and conduct manual analysis.



The solution

Ban Leong recognised the urgent need to automate resource-intensive tasks and streamline reporting to improve business efficiency, cut costs, and enable

a more strategic allocation of manpower. The company began to explore alternative financial and accounting software options and met with Unit4 to find out more about its innovative offerings. After a process of careful consideration and sourcing for recommendations from industry peers, Ban Leong decided to implement Unit4 Financials to introduce automation and agility to its finance function.

Ban Leong made the switch starting with its headquarters in Singapore. The company’s finance and IT teams worked closely with Unit4’s support team during the implementation stage to build the required technological foundation, set up the framework, customise features, and provide training for Ban Leong’s existing staff to help them transition onto Unit4’s accounting platform.

“Today, our finance team is empowered to make the necessary tweaks to the built-in algorithms without the intervention of Unit4, thanks to the self-provisioning features of the software.”

Soo Fang

Group Financial Controller, Ban Leong Technologies Limited

The Impact

- **Cost-savings and meaningful allocation of resources:** The software’s user-friendly interface and self-provisioning functions eliminate the need for a top-heavy finance team structure - junior staff are able to oversee the reporting process, which allowed for cost- savings of at least S\$80,000 per year.
- **Automated sales commission calculation:** At the end of each monthly cycle, Unit4 Financials is able to hasten the pay-out calculations for members of the sales and product teams. The software allows the ease of making adjustments to the commission pay out matrix without requiring third-party support.
- **Ease of data management, insights extraction, and customisation for monthly financial reports:** Unit4 Financials offers up to eight levels of data and ample flexibility in terms of data entry and data breakdown. Coupled with advanced analytics tools and customisation functions, the software allows Ban Leong to generate a wide variety of reports that provide a comprehensive and strategic view of the company performance.
- **Drive speed and agility within finance:** The software reduced the monthly reporting and commission calculation process, enabling the finance team to produce complete reports at least 2 weeks earlier than before.
- **Integration with existing systems to generate real-time data:** Unit4 Financials provides real-time data and allows the finance team to retrieve data from the system at any time for analysis and funds allocation.