

## CASE STUDY – ABELA

**Company:** ABELA & Co LLC

**Location:** Dubai, UAE

**Industry:** Food & Beverage

**Sub Classification:** Food Service Management

### **BELA & Co Profile:**

Established in 1967, ABELA & Co is a leader food service management.

ABELA & Co Brands:

Sandella's

One 2three

Zaatar w' Aktar

Meshwar

Archives

**ERP Software:** Microsoft Dynamics GP.

“Our business has substantially grown over time and it has become increasingly difficult to manage and administer with our current predominantly manual systems. We wanted the new systems to improve the accuracy and speed of the information generated by different departments and ensure its consistency and standardization across the board.” **says Mr.Abed Hannawi (CEO) at ABELA & Co.**

ABELA & Co. is a market leader in food service management. Throughout the years, they have expanded their business to cover all facets of the hospitality and catering industry, offering outstanding products and customer service, backed by formidable resources and systems. ABELA is committed to providing a superior quality service to their clients and anticipating their client's needs and delivering a service that goes beyond expectations. They have the unique ability to focus on each and every customer with the same dedication and passion for food.

Mr. Roy Nasr (Vice President) at ABELA & Co says **“We were missing integration between our main departments: Finance, HR, Purchasing, Operations and Culinary. So we wanted new system to ensure such integration and therefore will improve efficiently and productivity”.**

Mr. Roy Nasr says **“ABELA & Co. considered a range of different business management solutions. After an evaluation of market, it decided to deploy Microsoft Dynamics GP. Our conclusion was that Microsoft Dynamics GP was the best fit with the culture of our organization because it was easy to use with familiar Microsoft tools and Microsoft technology is widely accepted.”**

**Solution:**

*“ABELA & Co., partnered with Microsoft® Country Partner CEM Business Solutions to deploy business management system Microsoft Dynamics® Great Plains.”*

Ms. Geetha the Program Manager of CEM Business Solution says: “As a part of deployment we mapped business processes at ABELA & Co. with a view to consolidate their Finance, HR, Purchasing, Operations and Culinary. CEM was involved in streamlining their purchase & process cycle for the smooth functioning of the organization.”

**Benefits:**

Its eliminates the problem of synchronizing between multiple systems and permits control of business processes that cross functional boundaries (better internal control processes).

Integration between business processes has helped in developing communication and information distribution which in-turn has led to increase in productivity.

Prompt actions to user requirements such as fixing of errors, technical support, etc. (eg: delay in response will result in delay in sending output).

Accessibility of Data (information are “right at your fingertips”) and Automated computation of Final Settlements which resulted to lesser waiting time for staff to get their claims

Realignment of business process according to industry standards & best practices.

All business cycles connect from beginning to end (eg : purchasing cycle connect from Purchase Order to Payment).

Detailed Supplier/Service Provider database and Control over the cash purchases and easy access to the records.

Timesheet in HRMS has improved monitoring of attendance and also employee information is readily available to all supervisors at all locations.

**Mr. Roy Nasr (Vice President) at ABELA & Co. says :**” The solution helped managers at ABELA & Co. re-engineer business processes based on bench marked global practices. Now, the company is well prepared to meet its global expansion plans. “**CEM Business Solutions** and we’ve put in place an integrated solution that will help us to achieve our long-term strategic growth plans. Microsoft Dynamics GP has given us the tools to approach every new situation with great confidence. We know now that our information is accurate and up-to-date.”