sage

Ozonetech gains greater control of global operations with Sage X3

Award-winning Swedish cleantech company ready for full-scale globalization, thanks to Sage X3

Globally recognized as a Center of Excellence for cleantech, Swedish firm Ozonetech specializes in removing pollutants from air and water in an environmentally friendly and sustainable way.

Key outcomes:
- Greater control with full overview of entire business
- Faster, simpler, and flexible supply chain management
- Full scalability to enable global expansion
- Easy integration with core business systems

Founded in 1993, the cleantech firm's core product is based on proprietary ozone generation technology, to purify, disinfect, and deodorize air and water. Its solutions are used by a wide range of industries from industrial, municipal and real estate, to pharmaceutical, restaurants and hospitals.

Ozonetech's vision is to raise the bar for the concept of clean. "What was considered clean yesterday is not clean today, and what is considered clean today will not be clean tomorrow. We want to help tighten the requirements for the concept of clean," explains Ozonetech CEO Behrooz Gilanpour.

Today, the company is already collaborating in international efforts to develop global standards for purification solutions.

ozonetech.

Company
Ozonetech

Location
Sweden

Industry
Manufacturing

Sage Products
Sage X3

For more info, visit
www.sage.com

Ozonetch has opened hubs in Finland, Germany, and Estonia and plans to have more hubs across the globe to help it get closer to customers.

"We have grown organically and had compound annual growth of 45% over the last 10 years."

Behrang Gilanpour, CTO, Ozonetech

Rapid growth

Taking over control of the company a decade ago, brothers Behrang and Behrooz Gilanpour have expertly guided Ozonetech through rapid growth, winning multiple awards as one of the fastest growing companies in Sweden.

"We have grown 100% organically and had a compound annual growth rate of around 45% over the past 10 years," says Behrooz.

He attributes the success to focusing on just one type of technology. "The purification industry is a big market, but we chose a specific application area to develop and focus on [ozone generation technology] – and it has paid off."

Expansion strategy

Ozonetech's R&D, production, engineering, and testing happen at the HQ in Stockholm, but the business has a clear vision to go global.

"We have a very strong expansion strategy ahead of us," says Ozonetech's CTO, Behrang Gilanpour. "It's already underway; we've set up legal subsidiaries in Finland, Germany, and Estonia, but over the next five to seven years we plan to have hubs in all strategic markets across the globe."

The hubs will give Ozonetech local sales and logistics, enabling it to get closer to customers in key global territories, including the Middle East, Asia, and North America. The hubs will facilitate local warehouses for off-the-shelf products and spare parts, and the Swedish HQ will distribute to the local hubs when required.

sage

Sage X3 delivers fast, simple, and flexible financial, supply chain and production management at a fraction of the cost and complexity of typical ERP systems.

"With Sage X3 we now have complete knowledge about the whereabouts of our product."

Jonas Nyhlén, IT and project manager, Ozonetech

The right infrastructure

With such an ambitious growth strategy, the company realized it needed an ERP solution capable of meeting its five to seven-year growth plan and future proofing the business for longer-term success.

"We needed an ERP system that supported the whole spectrum of our business - manufacturing, service, installation, R&D, and customer service," Behrang says.

Delivering fast, simple, and flexible financial, supply chain and production management – and at a fraction of the cost and complexity of typical ERP systems – Sage X3 was the winning solution for Ozonetech's requirements.

Increased tracking

Before implementing Sage X3, Ozonetech had found it difficult to track its deliveries. Now it has complete oversight of product movements.

Ozonetech's IT and project manager, Jonas Nyhlén, explains: "We can track the product from when it comes into our warehouse, when it goes to customers, and when it comes back to us. It's very easy to manage."

The technology also helps the company conduct production forecasting with insight into future orders, helping the teams plan the supply chain more accurately.

Greater transparency

Ozonetech also had little overview of the financial or logistics data within its multiple legal entities.

Sage X3 has given Ozonetech clear transparency of the lifecycle of its products, from component-level to manufacturing, supply and through to end-user delivery. It was almost impossible to have the right products in stock in the different locations," says Jonas.

Behrang says Sage X3 has integrated well with Ozonetech's existing CRM and task management systems, providing "insight into stock movements and stock availability".

Another bonus has been a custom integration with a credit rating system, giving Ozonetech access to a customer's credit rating, credit limit, and credit score. "Sage X3 has made it possible for us to avoid the risk of credit loss, but also to be able to offer customers the proper payment method and terms."

He anticipates the credit rating integration alone giving a ROI within two years.

sage

Ozonetech is focused on scalability and Sage X3 has helped speed up the company's international journey.

> "I think without Sage X3, our international journey would take a much longer time."

Behrooz Gilanpour, CEO, Ozonetech

Future scalability

One of the big challenges for Ozonetech is the globalization of the company and keeping control over the individual legal entities. "Since we have grown so fast over the past 10 years, one of our main strategies has been scalability," says Behrooz. "We have to control the global sites financially and get detailed reports from project level down to individual task level.

"I think without Sage X3, our international journey would take a much longer time," he adds.

The company already has plans to expand its use of the software to enable it to fully automate its processes. With Sage X3 we can manage our business today, as well as in 10 years with the [expected] continued growth," says Jonas.

"Without Sage X3 we would not be able to run our business as we do today; we would lose a lot of the customer accuracy, we would have prolonged delivery times, and it would be harder for the people working here," he adds.

About Sage X3

A scalable, global business management system, Sage X3 has been designed to support industry specific processes across finance, purchasing, inventory, manufacturing and customer relationship management. Sage X3 manages all areas of your business in one solution. Modules within the system are easily configured and can be enabled as the demands of the business grow; its a solution for the future.