



Iron Man, Mr. Potato Head, My Little Pony and Blue Ocean Systems work together to open Hasbro's toy lines in Peru

Iron Man, Mr. Potato Head, My Little Pony and Blue Ocean Systems may make an unlikely Fantastic Four, but for Hasbro Latin America they are working together to open the company's toy lines in Peru.

Hasbro Latin America handles Hasbro's entire product line throughout all of Latin America, except for Mexico. The company's trademark line provides action toys for boys and girls such as the Transformers; Star Wars characters; Marvel Products, including Spider Man and Iron Man; Strawberry Shortcake and the My Little Pony line of toys and accessories.

Hasbro also produces board games such as Monopoly, Clue, Operation and Twister, as well as Play-skool products, PlayDough and Mr. Potato Head for the pre-school market.

Elias Perez, operations director for Hasbro Latin America said that prior to opening its office in Peru, the company all orders, shipping and planning from its headquarters in Miami.

"Although we could distribute our line of toys and games in Peru from our headquarters here in Miami, we wanted to start our own distribution system directly," Perez said.

Perez noted that Hasbro already was using SAP R3 in a major upgrade of its U.S. and Canadian operations, and was using SAP R3 in Miami, Brazil and Chile. Hasbro, however, was unable to integrate its system into Peru, Perez added, and "had to find a quick solution for Peru."

"Peru is a brand new office," Perez said. "We hired

our first person there just last October, and we are just starting to receive product there now."

"As of today, we have very little experience in using the SAP Business One product, and no operational experience at all, yet," Perez said. "But a corporate neighbor of ours here in Miami installed SAP Business One in mid-2007, and I liked that system."

Perez said he wanted to use SAP Business One in Brazil, but couldn't find anyone there who used it. "But after talking with SAP about the product, they recommended Blue Ocean Systems, and so we called them and met David Smith."



"Blue Ocean Systems knows how to work quickly and efficiently," Perez said.

**Elias Perez, Operations Director
Hasbro, Latin America**

"David was assigned to coordinate and run our project with Blue Ocean Systems," Perez said, "and we had the advantage that Blue Ocean Sys-

tems already had people working in South America."

"We contacted Blue Ocean Systems in October 2009," he said, "and after a telephone conference call Blue Ocean Systems performed a demonstration of SAP Business One online."

"Blue Ocean Systems knows how to work quickly and efficiently," Perez said. "We are already up and running."

A Blue Ocean Systems Success Story...*Hasbro*

Perez noted that the Peru project was approved in December 2009, "and we were up and running in March."

"And it took that long only because of all the holiday down time in December and January," he added.

"We worked directly with Blue Ocean Systems, and David Smith in particular, throughout the entire process," Perez said.

"Our first session was in Miami where we drew up plans for the system," he said. "After that, we met twice a week, at a minimum, online to discuss the project as it moved forward." "And finally, we all met in Peru for a week to finalize the project," he added.

Perez said that Hasbro Latin America "hopes to start billing the first week in May. We are just waiting for our product lines to clear Peruvian customs."

Early May will be "the first real operational test of the system," Perez said, "and then volume will start up in July."

The system includes "basically everything we need to run the Peruvian operations directly from there, instead of having to buy directly from Miami, as we have been doing," he said.

"Now, we will be able to offer the entire Hasbro line in Peru live," he added, with complete control of ordering, billing, inventory control, customer information and other functions in-country."

Perez said he "enjoyed working with Blue Ocean Systems," and has plans to include them in future Latin American and other operations. "The entire installation worked efficiently and smoothly," he said. "Of course, there are always glitches and implementation problems to solve; it's the nature of the beast of any IT project."

One part of the project "that took most of the time" was having to localize versions of SAP Business One

to comply with local laws and accounting rules. "That was the most difficult issue," he said. "You need a package of localization you can plug in and be legal right away per corporate and governmental regulations."

"Our expansion plans include a new office in Colombia and we will definitely use Blue Ocean Systems and SAP Business One there, as well."

**Elias Perez, Operations Director
Hasbro, Latin America**

SAP Business One is a "proactive system," Perez said. "It takes time to implement. And although it's not as flexible as SAP's R3, you can apply localization easier

and make minor changes."

Perez noted that "compared to SAP R3, there are a lot of differences. SAP Business One may not be as overpowering as SAP R3, but its advantage lies in its smaller size." He also observed that SAP Business One needs less manpower to support the system.

"That is probably one of the major reasons for going with it, along with its flexibility," Perez said.

And Blue Ocean Systems' reputation of on time and on budget performance definitely will be included in Hasbro Latin America's future plans, Perez said.

"Our expansion plans include a new office in Colombia," Perez said, "and we will definitely use Blue Ocean Systems and SAP Business One there, as well." "And we may also use Blue Ocean in Korea as well when we start our operations there," he said. ●



BlueOceanSystemsLLC Blue Ocean Systems provides quality personal, professional, and experienced small business and technology consulting services. We apply big business knowledge and experience to a small business owner's unique needs. SAP Business One gives you complete control. www.blueoceansys.com

SAP is a trademark or registered trademark of SAP AG in Germany and in several other countries. www.sap.com

Copyright Blue Ocean Systems LLC. All rights reserved.

BlueOceanSystems

