



CASE STUDY:
A new ERP package for
international promotional
product developer



- Long term partnership
- Business process automation
- Flexible cloud system

COMPANY & CHALLENGE

Smidt-Imex is an international player in the promotional gadgets sector. They import and export worldwide to more than 70 countries. In addition to the head office in Wommelgem, the organization has two other branches in Hong Kong and China.

In order to facilitate the cooperation between the various branches and to support the growth of the organization, there was a need for further digitization of their processes. Smidt-Imex therefore called on **Orbid, a Ricoh entity**, for the implementation of Microsoft's cloud ERP, Business Central.

SOLUTION

Maxime Smidt, Operations Manager, takes a pioneering role at Smidt-Imex in the field of digitization and optimizations of IT systems. "We have been working with Orbid for eight years for various IT projects. Orbid previously supported us both on premise and cloud solutions, but also for software implementations such as Microsoft Sharepoint and recently also Business Central. Because we have a lot of information spread over three offices worldwide, there was a need for a central place where we could store and share that information. We wanted to use Business Central not only for our accounting, but also for our entire order system."



RESULTS

"The experts at Orbid carried out a very extensive analysis before they started implementing our new ERP package Business Central. During two shadow days, the experts walked along with colleagues from Smidt-Imex to get to know the ins and outs of the organization. In this way, they were able to map out our processes and see how and to what extent Business Central could add value to our organization. Afterwards we received a very detailed quotation where we had a clear overview of the budget. 6 months after the start of the project, we went live with Business Central, and today we are very satisfied users of this."

For more information, watch our [video interview](#) with Stephane Smidt, CEO.



Business Central is a very flexible cloud system that can be perfectly integrated with the other Microsoft tools. It was very good for us that we could call on Orbid, with whom we were already working together, for the implementation.

*Maxime Smidt, Operations
Manager, Smidt-Imex*



ABOUT RICOH

Orbid was acquired by Ricoh in 2020 to grow its IT Services capabilities. Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

For more information, visit www.ricoh-europe.com

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