

## DeLeMa Group Success Story

“This was a successful implementation of an integrated system that can provide accurate and timely information to our users and management. As a result, we managed to successfully digitize and automate our complex procedures and increase productivity.”

*Costas Constantinou  
Financial Controller & Project  
Manager*

### AT A GLANCE

#### Company Name

DeLeMa Group

#### Industry

Advertising & Communications,  
affiliated with McCann-Erickson.

#### Key Objectives

- Integrate multiple systems into one common platform
- Reorganize and improve procedures
- Automation

#### Implementation Partner

Supernova Consulting Ltd

#### Solution

SAP® Business One Solution

#### Implementation Highlights

Implemented solution with multiple business requirements in three companies.

#### Key Benefits

- Better and immediate access to more reliable information.
- Integration of all information systems into one common platform.
- Automation of repetitive tasks.
- Elimination of unnecessary tasks.
- Improved procedures (i.e. collections).
- Higher productivity.

DeLeMa Group is the largest communication group in Cyprus, and affiliated with McCann-Erickson. The group experienced rapid growth through the creation of DeLeMa Communication Ltd which offers support services to the group such as public relations, corporate communication, as well as below-the-line and administration services. Another important milestone was the acquisition of Ashley Universal Cyprus Ltd which was later renamed to RedMelon Universal Cyprus Ltd.

The company continues to grow and evolve as a full service advertising & communications agency in Cyprus.

While the company has been on the growth path, it felt the need to have clear visibility of its operations and gain complete control of its business. An immediate area of concern was having better access to more reliable and immediate information. It was also important to automate the tasks that were repetitive, eliminate unnecessary tasks and improve their procedures.

The company wanted to integrate and process data from multiple information systems using one, well integrated system for all of its current as well as future operations.

Supernova was selected as the partner to implement SAP® Business One because of its proven experience in SAP® Business One implementations.

SAP® Business One as a complete system with solutions to all business needs was the system of choice for DeLeMa Group. DeLeMa recognized that the system could reduce the complexity of the company's procedures and as a result, reduce total costs of ownership. They were pleased to see that the system has many expansion possibilities and can be easily interfaced with other systems for transfer of information. But most importantly, they trusted that the Supernova consultants could comprehend and address the needs of the group as well as the complexity of their operations.

SAP® Business One is affordable, easy-to-use business management software designed specifically for small and midsize businesses.

It enables companies to manage their critical business functions across sales, distribution, and financials, all in a single integrated system. With SAP® Business One, businesses can instantaneously access a complete and up-to-the-minute view of your business, so they can respond to customers faster and grow their business more profitably.

Supernova is the only SAP® Channel Partner for both SAP® Business One and SAP® All-in-One solutions in the region and one of the few worldwide.

Supernova Consulting is a team of Certified Management Consultants and IT Professionals helping its clients achieve *Business Excellence* through the implementation of innovative business and technology solutions aligned to their corporate strategy. With years of experience in large scale, mid-sized and small companies in Cyprus, Europe and the US, our team is dedicated in addressing the critical business issues with pragmatic and proven approaches to management consulting and information technology.

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