



# GRUPO SUNSET

## CREATING A DIFFERENTIATING FACTOR FOR GROWTH

### QUICK FACTS

**Industry**

Travel and logistics services

**Revenue**

US\$80 million

**Employees**

1,500

**Headquarters**

Cancún, Mexico

**Web Site**

www.royalsunset.com

**SAP® Solution and Services**

SAP® Business One application

**Implementation Partner**

Nasoft

Grupo Sunset optimizes the vacation experience for visitors to Cancún, Mexico, by combining goods and services from 65 harmonized business entities. To improve its ability to make key business decisions, the group introduced the SAP® Business One application throughout the enterprise. With common tools and reporting formats, the entities now provide information that is far easier to consolidate into an overall corporate view.

**Key Challenges**

- Centralize information from widespread sources into a single repository
- Improve report generation capabilities
- Increase ability to predict needs
- Base decisions on a single source of the truth
- Create a competitive advantage

**Implementation Best Practices**

- Named key users to coordinate project and process reengineering
- Dedicated 2 months to understanding process specifics
- Strictly delimited scope to avoid overruns
- Received close attention from CEO and entire board of directors
- Selected implementation partner able to provide all support needed to finish on time

**Financial and Strategic Benefits**

- Improved ability to forecast needs with clients
- Consolidated purchases across entities for substantial cost reduction
- Sped up decision making

**Why SAP Was Selected**

- Ease of implementation within 3-month target
- Ability to support uniform formats and procedures while retaining a measure of independence for corporate entities
- Best match with functionality requirements
- Lowest risk of exceeding budget

**Low Total Cost of Ownership**

- Held closely to schedule and budget
- Performed minimal customization
- Reduced costs involved in running and maintaining multiple interacting systems

**Operational Benefits**

Key Performance Indicator	Impact
Budgeting accuracy	+50%
Time spent on manual tasks	-5%
Closing time	-90%
Information generation time	-35%



**SAP Business Transformation Study**  
Travel and Logistics Services



"With SAP Business One, I finally have information in time to help me make decisions instead of two months afterward."

Edgar Ricardo Osorio, CEO, Grupo Sunset

[www.sap.com/contactsap](http://www.sap.com/contactsap)

Grupo Sunset is a conglomerate of 65 hospitality goods and services providers under one roof that delivers the best in vacation experiences to tourists who visit Cancún, Mexico, and the Mayan Riviera. The group offers time-share services and runs three luxury hotels including the spectacular new Sunset Royal.

By coordinating the activities of the entities that comprise it, Grupo Sunset delivers integrated services to customers – one of its clear competitive advantages. Recently the group found a way to take its competitive edge a step further by unifying the 65 entities under a single business software solution, the SAP® Business One application.

## Unifying the Group with SAP Business One

In the past, with some entities using disparate legacy systems and others none at all, management had to deal with multiple, disjointed charts of accounts that took far too long to consolidate. Overall planning and budgeting suffered, and decisions had to be made with incomplete information. Purchasing was often performed on an entity-by-entity basis, an inefficient process that failed to take advantage of volume-purchase discounts.

Grupo Sunset chose SAP Business One after evaluating various alternatives. One of the application's key advantages, the group found, was its ability to integrate data from the various entities while pre-

serving a measure of independence, so that each of them could continue performing key operations in the ways it was used to. Another advantage was that SAP Business One was designed to be implemented quickly and on a modest budget – provided that the right integrator ran the project. The group found that right integrator in Nasoft.

## Providing Close Attention from the Top

Grupo Sunset's entire board of directors, including CEO Edgar Ricardo Osorio, gave the project close attention throughout the implementation. Osorio assigned a specific team to analyze and understand the group's business processes and develop ways to accommodate and improve them with SAP Business One. Every entity has its own unique characteristics, and the team took time to understand them and make sure to accommodate them in the implementation. Grupo Sunset and Nasoft worked closely together to craft a solution that addressed all the most important issues while adhering to reasonable budget and schedule goals.

## Delivering Information When It's Needed

Now the various business entities that comprise Grupo Sunset share a common, centralized SAP Business One application. Rather than prepare one-off reports that require a great deal of time and effort

to consolidate manually, the entities share parallel access to a central server where SAP Business One accepts all their inputs, expressed in a common format, and automatically consolidates them into comprehensive reports. Tasks that used to require months are now completed in days – and with far less work. The group reduced the time to perform month-end closing, for example, by 90%. Executives get answers to help with key decisions on time, not long after they are needed.

Grupo Sunset can now for the first time perform centralized purchasing and therefore command better volume discounts. The group also automated many manual processes for more cost savings. Budgeting is now on an overall company basis. Armed with all these efficiencies and with insights into overall business performance, Osorio and his executive team are finally equipped to capitalize fully on their competitive advantage

## Implementation Partner

Nasoft is a group of Mexico City-based professional consultants that focuses on providing technological solutions for enterprises and optimizing their business processes. The firm's services cover all processes in the value chain. Grupo Sunset considered Nasoft's involvement critical in achieving project success and meeting its timing requirements.



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