

FINAL  
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## Unicorn Completes Successful SAP Upgrade

*Leading designer, manufacturer and distributor of premium branded sports goods goes live on SAP ECC 6*

**LONDON, United Kingdom — September 7, 2010** — SAP announced today that leading designer, manufacturer and distributor of premium branded sports goods, Unicorn Products Ltd., has once again selected SAP to help its business run efficiently. A customer since 1999, Unicorn Products has moved from SAP R3 to SAP ECC6.

Unicorn is a family business that started in the 1920s and is now run by brothers, who are third generation. The business is modest in size, with 67 employees, but is complex – Unicorn Products is a manufacturer, importer, distributor and exporter. The organisation is also based at different sites around the UK which means that it needs a system in place that can manage the complexities of the organisation and improve efficiencies.

“We had been running SAP since 1999 and had been pleased with the way it supported our business. At the time when we first chose the solution, SAP was the only vendor to be able to support the fact that we run a truly global operation. For instance, we often buy goods from the Far East and other territories outside of the UK without them coming into the UK. SAP enabled us to complete this whole process easily and efficiently. Unicorn Products has gone from strength to strength over the last ten years and an upgrade was necessary to provide us with the maintenance and functionality we need to sustain our growth,” commented Ed Lowy, Managing Director, Unicorn Products Ltd.

“Once we had decided it was time to upgrade we spoke to our implementation partner, Chelford, who we have maintained a strong relationship with. Both SAP and Chelford were excellent to work with in the past; they were interested in us, understood our business needs and wanted to ensure an ongoing successful implementation. Therefore it was the obvious choice to work with both parties again. Chelford advised that we should upgrade to SAP ECC6 to support our ongoing needs and we embarked on this journey in 2009,” continued Lowy.

Stephen Read, Director of SME at SAP UK & Ireland commented, “It is an absolute pleasure to announce that a longstanding, valued customer such as Unicorn is continuing to see value and invest in SAP technology after ten years. It is also testament to the great work Chelford continues to do to ensure our joint customers see value from their SAP implementations.”

# PRESS RELEASE



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(\*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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