

## Case Study



Entertainment Trading use the power of iBOLT to strength their SAP ERP capabilities

*“Our SAP implementation partner, Boyum, in Denmark recommended Magic Software’s iBOLT solution as an easy to use, out-of-the-box tool to help integrate SAP across the company. I am from a technical background myself and was immediately impressed with the capabilities of iBOLT, not to mention how easy it was to start using.”*

**Mike Nielsen, Managing Director, Entertainment Trading**

### The Customer

Entertainment Trading is a leading distributor of interactive entertainment products and has over 550 customers in the Nordics and across most of Europe. Entertainment Trading offers a "One-Stop Shop" supplying a host of games to a number of major retailers Europe wide.

The organization offers a range of services aimed at improving the profit margins of their customer. For example subscription to their product database, allows customers to quickly access products online and provides a more cost effective method of ordering. The organization’s product catalogue spans several thousand titles and carries more than 200,000 units in the warehouse at any given time.

Since 2002 Entertainment Trading has achieved tremendous growth expanding its operations to both the UK and Sweden. Currently the organization employs approximately 50 people across each of their European offices. Long since a user of SAP at the Danish HQ, Entertainment Trading soon realized the need to implement SAP across the organization to help manage the various country offices, the warehouse functions and also to managing the organization's Webshop (online ordering system). With this need, came the problem of how best to integrate each SAP entity, while still maintaining an overall view at HQ level.

### The Challenge

With SAP already in use at the Danish headquarters, Entertainment Trading needed a quick, effective method of integrating the new Swedish and UK SAP environments. As the UK SAP environment was going live in October 2008, time was also an essential factor.

Entertainment Trading had two immediate requirements:

- To produce a consolidated view of all Master Item Stock Data throughout the organization
- To transfer invoice data from each SAP entity into the Danish HQ system.

In addition to the requirements above, Entertainment Trading needed a solution that could be configured quickly, without the need for lengthy SDK development.

### The Magic Software Solution

“With minimal training and a few days of professional service consultancy we were able to build our data consolidations. Now we have a better understanding of iBOLT, we will definitely be using the tool for further integrations. This is one of the best Business Process, SOA design tools I have seen on the market for SAP.”

**Mike Nielsen, Managing Director,  
Entertainment Trading**

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Future uses for iBOLT include:

- Consolidated Chart of Accounts
- Integration of the company's Webshop for future e-procurement transactions
- Improved error handling
- Improved receipt of orders placed online via iBOLT
- Unification of email notifications through iBOLT, which is currently handled by several different systems

### The Benefits

By empowering their SAP environments with Magic Software's iBOLT SE solution, Entertainment Trading have benefited from:

- A templated solution designed specifically for the needs of SAP database integration
- A fast, effective, out-of-the-box integration tool that vastly reduced the expected development time
- A certified SAP integration tool that can be used to leverage future integration requirements and is easily adaptable to changing requirements of the business

### About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a leading provider of application platforms, and business and process integration solutions. Magic Software has offices in 10 countries and a presence in over 50, as well as a global network of ISV's, system integrators, value-added distributors and resellers, consulting and OEM partners. The company's award-winning code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities. Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle. For more information about Magic Software Enterprises and its products and services, visit <http://www.magicsoftware.com>.

