



Winncom: Achieving record revenue after streamlining operations and boosting sales visibility

As a rapidly growing wireless networking provider, Winncom Technologies Corp. accelerates global connectivity by equipping partners with premier wireless broadband solutions. Winncom also supports customers with the expert engineering required to design, build, and manage the world's most powerful networks.

Faced with operational delays and inefficiencies due to an outdated and soon-to-be-discontinued ERP system, Winncom needed to break its reliance on spreadsheets and fragmented workflows across third-party tools. The company's unique business model—customized packages, flexible shipping, and diverse orders—was further straining old systems, while a lack of real-time sales visibility and poor inventory management hampered sales tracking, forecasting, and customer service. To sustain expansion and competitiveness, Winncom urgently needed a robust, integrated solution to streamline operations, enhance data reliability, and support multinational growth without service disruption.



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Harnessing real-time insights to drive ongoing expansion with cloud solutions from SAP

Before: Challenges and opportunities

- Reliance on an outdated, soon-to-be-discontinued system and multiple disconnected third-party applications, leading to delays, performance issues, and unreliable business processes
- Difficulty with the efficient management of complex sales activities, inventory, and order processing
- Need for a modern, integrated solution to support continued growth and a competitive position

Why SAP

- SAP S/4HANA Cloud Public Edition, which enables rapid, scalable business process upgrades for future growth
- Real-time sales performance tracking with the SAP Sales Cloud solution to improve decision-making
- Best practices recommended by SAP, which make it possible to quickly adapt to new practices and digital interfaces to help ensure business continuity

After: Value-driven results

- Achieved record monthly revenue after going live, setting a new benchmark for performance
- Increased revenue tracking accuracy after system implementation
- Enabled real-time sales visibility and dynamic forecasting capabilities
- Accelerated order processing and improved inventory awareness

“SAP S/4HANA Cloud Public Edition and SAP Sales Cloud give us a unified platform and **real-time visibility into our performance**. We now plan to deploy SAP software across more offices and integrate our sales and online store platforms for full connectivity. Our long-term goal is to continuously boost revenue and accelerate our order processing speed for future growth.”

Vladimir Fedoroff, CFO, Winncom Technologies Corp.

25%

Improvement in revenue tracking accuracy

Winncom Technologies Corp.
Solon, Ohio
www.winncom.com

Industry
Wholesale
distribution

Products and services
Value-added distributor
of wireless and networking
solutions

Employees
180

Revenue
~US\$145 million

Featured solutions
SAP S/4HANA Cloud
Public Edition and
SAP Sales Cloud

Want to know more?
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