



Streamlining Foreign Trade Business Operations with SAP® SQL Anywhere®



Binal Corporation
Nagoya, Japan
www.binal.co.jp

Industry
High tech

Products and Services
Trading operations
management software

Revenue
¥930 million (US\$8.4 million)

SAP® Solutions
SAP® SQL Anywhere®
solutions

SAP OEM partner Binal Corporation embedded SAP SQL Anywhere solutions into its software for foreign trade business management. As a result, customers can process vast amounts of data both on premise and in the cloud to speed up operations and run their business in a more agile way.

Before: Challenges and Opportunities

- Replace the current database vendor OEM agreement with a simpler agreement that opens up business opportunities and cuts sales cycles
- Support a diverse set of industry-specific and business-function requirements in applications

Why SAP

- Small footprint with enterprise-caliber features and high performance at a low cost
- Auto-tuning and self-managing capabilities that automatically detect and adjust to the customer environment
- Flexible, cost-effective licensing that simplifies deployment on premise and in the cloud
- Comprehensive data integration with other enterprise databases
- Support for new handheld devices, enabling extensibility for logistics solutions

After: Value-Driven Results

- Lowered costs for packaged software, hardware, and maintenance
- Increased margins and strengthened competitive positioning in the market
- Minimized developer training time and accelerated time to market thanks to user-friendly features within the new application

“An automotive manufacturer may need to provide details of up to 30,000 car parts on a commercial invoice. With SAP SQL Anywhere, our solutions can manage this complex and high-volume data effectively.”

Tatsuya Yamaguchi, Sales Director, Binal Corporation

6,550

Companies using solutions from Binal Corporation

6 months

To launch a new application embedded with SAP SQL Anywhere

Flexible

Support for on-premise and cloud implementations

65%–70%

Increase in database-related profit margin