

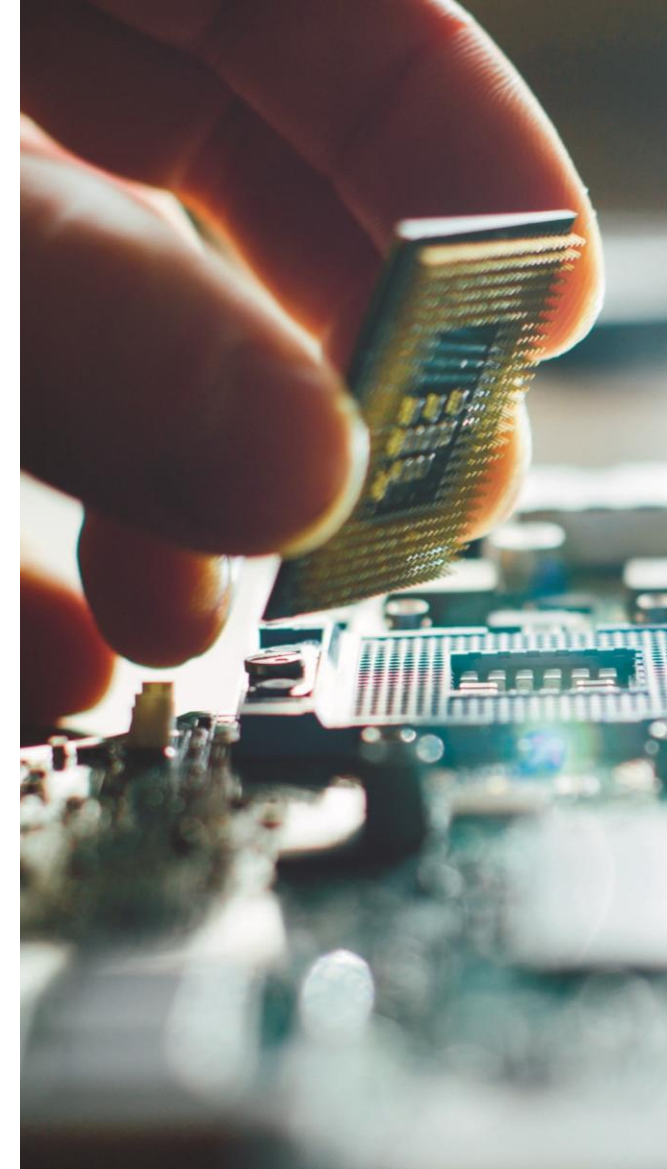
Steliau enhances sales efficiency with simpler and more connected processes

Steliau is a European distributor of electronic components and embedded technology solutions, with a strong presence across Europe. Built through around 20 acquisitions over eight years, the company has grown rapidly, reaching €800M in annual revenue and around 2,000 employees worldwide.

As the business grew, Steliau needed to simplify sales processes and connect customer, product and sales data, giving teams faster access to information and a more efficient way to manage opportunities and projects.

Featured Partner

CompuTec



Steliau transforms sales management with SAP Business One Web Client, simplifying work and reducing errors

Before: Challenges and opportunities

- Need for an intuitive CRM to track the sales pipeline and support sales team adoption.
- Data spread across Excel and SAP, making quick access to information more difficult.
- More efficient management of long-term opportunities and projects, some lasting over 18 months.
- Need to reduce errors when selecting complex part numbers, prices and product information.

Why SAP Business One Web Client and CompuTec

- A simpler, more intuitive user experience, with direct access to data already available in SAP Business One and the ability to connect CRM, SAP and Outlook in one experience.
- CompuTec's WebUp solution enabled easy customisation of the Web client to meet Steliau's specific needs.

After: Value-driven results

- Real-time access to customer and product information, with flexibility to create and view data.
- Greater simplicity and fewer errors when managing opportunities, projects, part numbers and pricing.
- 100% user acceptance, with users able to find the data they need.
- Easier project management, with users able to track projects from prototype to pre-series and mass production.

“CompuTec WebUp's ease of use and flexibility helped us quickly implement our SAP Business One Web Client blueprint, with easy user adoption from day one.”

Samba Kane, SAP Business One Manager at Steliau France & International

“Together with CompuTec, we turned SAP Business One Web Client into a simple CRM tailored to our sales processes, giving our teams a clear view of opportunities and performance, with strong user adoption and room to scale.”

Johana Carneva, Operations Manager at Steliau France

900 +

Customers in France

10.000+

Orders per year in France

Featured Partner

CompuTec

Steliau Technology
France
<https://www.steliau.fr/en>

Industry
Wholesale Distribution

Products and services
Electronic components, connectivity, IoT, embedded systems, displays, power solutions, design & development, prototyping and system integration

Employees
80

Revenue
€ 60M

Featured solutions
SAP Business One
Web Client
CompuTec WebUp