

## Success Story

# RAR Holding claims innovator title with Sage

RAR Holding trusts Sage X3 to manage its business and provide critical data insight



RAR Holding, a manufacturer and distributor of paint and chemical products, started trading in the 1940s using basic technologies. Now operating globally, calculating costs and overheads required a complete system overhaul.



Today, the enterprise employs over 500 people in 25 countries – with manufacturing facilities in 20 of those. Its global reach necessitated a need for a single solution to manage financials and workflows across the board – and across borders.



Group IT Manager, Elie Germanos, says a critical need was the ability to collect, analyse, consolidate, and report on data. Sage X3 has played a vital role in helping them to manage the business units and better understand company progress.

### Key outcomes

- Seamless intercompany integrations and transactions.
- Increased control over multinational operations.
- User-friendly Business Intelligence tool to collect, analyse and display data.

Sage

**Company**  
RAR Holding

**Location**  
Dubai, UAE

**Industry**  
Process manufacturing

**Sage Products**  
Sage X3

**Partner**  
RFR Group

  
R A R H O L D I N G

### About RAR Holding

RAR Holding, a manufacturer and distributor of paint and chemical products, started trading in the 1940s using basic technologies.



Before using Sage X3, RAR Holding used off-the-shelf accounting software with limited automation and data analysis capabilities.

### **500 people, 25 countries, one solution**

As Elie Germanos explains, RAR Holding team members are not limited to one department. In fact, the company believes in exposing employees to as many units within the business as possible to increase their knowledge, experience, and team engagement. However, due to the complexity and volume of its manufacturing workflows and financial processes, it became unfeasible and unmanageable to manually collect data from the various entities, capture it, and expect error-free results.

RAR Holding needed an enterprise resource planning system that would give its entire team insight into what was going on, where, and how it comes together. Above all, it needed a centralised workflow solution that met global best practices, streamlined governance and compliance, and made it easier to manage and control every process effectively. So, after understanding the needs of each department, RAR Holding switched to Sage X3. “An initial mock-up was presented, and a walkthrough with the presence of each department took place to align and fine-tune the workflow,” says Elie. “User resistance and adaptation was the main challenge, but with the help of Sage tools and reports, users started seeing the real benefits of using the Sage X3 system.”

### **Massive vertical and horizontal integration unlocks visibility**

“The process was lengthy and time-consuming, with a higher risk of human error,” says Elie about using spreadsheets to compile collected data. “We started with Version 6 and Sage Business Intelligence in 2013 and moved to Version 12 at the start of 2020. Both tools have helped us manage our overall operations and understand where our business is going.”

Elie adds: “We have implemented a successful formula everywhere we’ve been. We massively integrate both vertically and horizontally, and Sage acts as a robust database to back up all the data that comes with the existing growth mechanisms and strategies.”

### **Fast movers claim the innovator title**

Manufacturing companies need a transparent system to reduce costs and optimise time efficiency. With Sage X3, RAR Holding can take rapid, calculated action, anytime, while effectively handling and automating micro-tasks.

“It is important to beat the competition by acting fast, claiming an innovator title, and making sure the foundation is solid – which only comes through direct involvement in all the details,” says Elie. “Through many strategic meetings with our internal support team and constant training, Sage was always present with workflow solutions that met best practices worldwide.”

By enabling complete visibility, Sage X3 allows global enterprises like RAR Holding to take comprehensive operations control. And because it is cloud-based, businesses can deliver faster, simpler, and more flexible services from anywhere in the world. That means quality, equipment, teams, financials, and everything in-between are taken care of, using only one solution.



“Intercompany transactions are what I like the most about Sage X3.”

**Elie Germanos**  
Group IT Manager, RAR Holding

#### **Choosing RFR expertise on Sage X3**

By choosing to work with a Sage Business Partner from the beginning, RAR Holding was able to successfully implement and seamlessly integrate to Sage X3.

“Through many strategic meetings with our internal support team and constant training, our Sage Business Partner was present with workflow solutions that met the best practices applied worldwide.”

With the support of RFR Group as their Sage Business Partner, RAR Holding was able to develop the latest workflow solutions, maintain the growth of their companies and handle technical issues in a faster and professional way.



Sage

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