



Microsoft Dynamics Customer Solution Case Study



Overview

Country or region: India

Industry: Manufacturing

Customer Profile

Thakar Chemicals Limited was founded by Late Shri N.G.Gupta in 1998. Within a decade it has emerged as the leader in the pesticide industry. The head office is based in Delhi but the manufacturing plant is based in Haryana. It has depots and distributors across the country.

Business Situation

TCL was using an integrated solution, BUSY, along with Microsoft Office to cater to its daily operational, accounting and financial requirements. But the system was inefficient to provide real time information and was not scalable with the growth of the company.

Solution

With the help of Microsoft® Certified Partner, Acxiom Consulting, TCL implemented Microsoft® Dynamics™ NAV 4.0 with SP3 to improve quality of products, reporting system and inventory.

Benefits

- Improves communications amongst distributors and different departments
- Facilitates online reporting
- Increases operational scalability
- Improves quality control

Pesticides Manufacturer Benefits From Online Reporting and Cost Savings Using Business Management Software

“With Microsoft® Dynamics™ NAV, we are more agile in launching new programs quickly and confidently, initially which translates to cost increase by 100 percent but shortens our time-to-market by 5 times.”

Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

Founded in 1998, Thakar Chemical Ltd. is based in Delhi, India. It is an ISO 9001:2000 certified company with a huge state-of-the-art manufacturing facility in Haryana and 300 employees. It is the market leader in its field with constant demand of its products owing to the emphasis on quality products at competitive levels. Its growth is more than 500 times in merely a decade which enhances the level of competitiveness of the organization.

TCL faced the challenges with inventory management, stores, dispatch, reporting delays and duplication of work. Moreover it was not able to get the first hand information from its distributors and depots across the country which sometimes resulted in delayed decisions and hence losses. To root out these issues, it worked with Microsoft® Certified Partner, Acxiom Consulting, and deployed Microsoft® Dynamics™ NAV 4.0 with Service Pack 3.0. After the deployment of the business solution, the organization benefits from tighter inventory management, improved quality control, and an enhanced ability to handle future growth.

Situation

Founded in 1988 by Late Shri. N.G. Gupta, Thakar Chemicals Limited (TCL) is the leader in pesticide industry in India. It owns a big pesticide formulation plant set up in Haryana which produces and markets a wide range of agro-chemicals for agriculture and non-agriculture sectors. The company saw the exponential growth and in 1998, changed from partnership to Limited company. Thakar Chemicals Ltd. was awarded the ISO 9001:2000 Certificate by URS Certification Agency and credit rating by SMERA (a well reputed credit rating agency in India).

With best manufacturing infrastructure and a strong marketing network, TCL has more than 3500 distributors in 12 states of India. The company frequently organizes regular farmers' training programmes and product demonstration camps as part of its marketing strategies. No wonder, it has won the trust and satisfaction of farmers with emphasis on quality products. The products are sold throughout India through a dealers' network having more than 15000 outlets in the country.

TCL is in the process of launching new agro-chemical products and therefore has entered into strategic alliances with several global organizations. The company employs approximately 300 trained and experienced professionals. The annual turnover of the company is U.S.\$ 8.47 millions (INR 41crores).

Thakar Chemicals used an integrated business accounting software, BUSY, for the administrative, accounting and management requirements. The legacy system worked fine to delegate the daily prerequisites but the organization had urgent requirements that involved the integration and compilation of all transactional data in real time pertaining to manufacturing, distribution and sales. With thousand of distributors across the country,

the company needed to exert more control over all its branches and factories so that real time update information is always available instantly. With existing system, the data from various branches was updated after 2-3 days since the system was based on challans and invoices that took time to compile manually. The important decisions thus were taken on the basis of stale information.

Duplication of works was another concern at TCL because a range of reports were manually generated using Microsoft Excel and were later compiled. Since the various reports like taxation, market research, regulations, industry volatility, capital and labour, comparison reports etc. were generated by various departments like marketing, finance, accounts, human resource department etc. the comprehensive time and efforts required to cumulate all these reports were huge. Real time Management Information System (MIS) was highly desired. Moreover data security and controls need to be exercised.

BUSY being based on obsolete technology, lacked critical functionalities and couldn't scale with the growth of the company. It was incapable to tackle all the issues and to continue with this archaic system resulted in higher administrative. The company thus foresaw that with the growth and increasing number of distributors and branches, these issues would keep posing a threat to the quality and the cost of the products which the organization couldn't afford.

Thus a business solution was desired that could take care of the predicaments. The top level executives at TCL concluded the need of a comprehensive and robust business solution to overcome all the existing issues and enable smooth and efficient working of the company.

“Online reporting is one of the major benefits of NAV and results in faster reports generation. It streamlines the processes by cutting days-reporting time to hours. We’re able to generate all the reports in a faster and simpler way.”

Amit Gupta, Director-
Accounts & Finance,
Thakar Chemicals Ltd.

Solution

Thakar Chemicals Limited is one of the many clients who have absolute faith in the brand Microsoft. Hence the management did not do any market analysis, instead approached Microsoft® Certified Partner, Axiom Consulting to discuss which of the Microsoft’s business solutions best suited the requirements of TCL. Under Axiom’s able guidance and advice, it implemented Microsoft® Dynamics™ NAV 4.0 with Service Pack 3. “We have immense trust in the brand Microsoft. The decision to implement Microsoft Dynamics NAV stemmed from the lower cost of ownership and the implementation skill sets of the Axiom Consulting. We had faith in Axiom that the implementation will not clash with the regular manufacturing and working at TCL and thus the work will not suffer,” comments Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd. He continued “The idea was to use a simple solution that would be easily accepted and learnt within the organization, without adding huge capital expenditure on software and services”.

The implementation of Microsoft® Dynamics™ NAV 4.0 with Service Pack 3.0 started in April 2009, and the solution went live in short period of 3 month in June 2009. The implementation was phased. It started with the configuration of the solution according to the business needs of the company, implementation, data entry from all the branches, optimization of product in head office and replication of the business solution for the end users of the company.

Microsoft® Dynamics™ NAV 4.0 with SP3 is implemented for all the organizations’ functions. It maintains business analytics for MIS and other reporting purposes. The solution was deployed at head office in Karampura, Delhi and the sales depots across the country. The modules implemented were Sales and Distribution,

Dispatch, Purchase, Inventory, Production, Accounts, Finance, Gate, and Indent.

To fulfill the unique functional requirements at TCL, the solution was customized up to 10 percent. The processes were easily refined and modules enhanced to cater to the company’s needs, from managing sales, dispatch, MIS requirements to credit control and monitoring budgets. Some of the areas of customization were:

- Sales and Scheme
- Salesperson Expense Management
- Sales Discount Structure
- Inventory Control
- Payable Management
- Preparation Of Credit Notes and Credit Control

The customizations were focused around managing huge volumes of sales, operational and customer data. For instance, the software offered differentiated segment reporting, which evaluated inventory and revenues for various departments such as services, sales or dispatch. Other modifications included determining credit limits for dealers and distributors etc.

“Microsoft® Dynamics™ NAV 4.0 with SP3 has strengthened us. The business analytics tracks and drills down into key performance indicators, such as revenue by segments and inventory and enables managers to use the information to increase business opportunities as well as profits by giving deep insight into business,” mentions Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

Benefits

With Microsoft® Dynamics™ NAV, TCL enjoys new business efficiencies with an integrated front- and back-end system. “The new business solution has transformed the way we manage our system, accounts, finances, sales etc.,” states Amit Gupta, Director-

Accounts & Finance, Thakar Chemicals Ltd. Staff personnel are more efficient and technicians easily use the solution. Managers make operational and strategic decisions faster, based on up-to-date, reliable information. The greatest benefits of the new system include the consolidation of data and improved reporting across the company and its depots and branches.

Improves Communications Amongst Distributors and Different Departments

Microsoft® Dynamics™ NAV with SP3 provides effective communication tools that have improved the working atmosphere of the organization. It connects processes and information with people. It helps employees to accomplish any task from any location and update others due to the connectivity. With integrated and centrally controlled robust database and automated inter-company processes, every authorized person in the company can access the same updated information. "With legacy system, we had communication issues and were not able to exert full control over our branches, depots and distributors. By the time sales figures and data reached head office, the information was delayed by 2-3 days. Purchase orders were not online and had to pass manually via various concerned departments. But with the deployment of new business solution, all the necessary documents are available online, resulting in faster and better communication with all. This has not only improved communication skills but also cuts the process time and thus speeds up the work" says Amit Gupta, Director-Accounts & Finance, Thakar Chemical Ltd.

Amit Gupta continues, "Employees' records have now been unified, offering better insight into company capabilities, and, at the same time, speeding up everyday accounting processes."

Facilitates Online Reporting

Microsoft® Dynamics™ NAV with SP3 drills down project complexities and emerging business opportunities. "Online reporting is one of the major benefits of NAV and results in faster reports generation. It streamlines the processes by cutting days-reporting time to hours. We're able to generate all the reports in a faster and simpler way," explains Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd. With NAV, users login to a centralized system to access and update critical information including delivery schedules, stock status, latest sales offers, price changes, product information and more.

Increases Operational Scalability

Microsoft® Dynamics™ NAV integrates and scales with existing system. With the benefits of inherent scalability and flexibility, the functionality plays a critical role in enabling the company to scale up its operations while satisfying increasingly complex customer service-level requirements for packaging and inventory reporting. "We needed a flexible enterprise resource planning system that could handle complex process-manufacturing requirements and scale to meet growing demand and we got Microsoft® Dynamics™ NAV as the answer to our problems," reveals Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

Improves Quality Control

Microsoft® Dynamics™ NAV SP3 has expanded the scope, rigor, and performance of the quality-control processes. "By taking advantage of fully automated and auditable quality-assurance testing, we can now meet the stringent internal control requirements. With Microsoft Dynamics NAV, we've increased our output without sacrificing our trademark quality and consistency." mentions Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your

Improves Inventory Control with Higher Efficiency

With access to real time information and increased visibility about inventory levels, TCL has reduced the total cost of its inventory by 10-15 percent. "Because Microsoft Dynamics NAV provides instant access to inventory levels for any of the hundreds of chemicals and materials we use, we're able to plan our purchasing to meet demand, keeping inventory to minimum. This means we can keep our inventory holding costs low and cut down on waste by atleast 20 percent," says Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

Stock management has also improved, as stocks are now allocated by their actual physical locations within a store. With instant updates to inventory figures after delivery orders are generated, TCL enjoys real-time visibility into stock movements. The customized capability to automatically replenish stocks with major suppliers also streamlines its procurement processes and ensures optimized stock levels.

Improves Customer Service and Customer Retention

Microsoft Dynamics NAV presents centralized delivery scheduling system and stock management that ensures accuracy of information provided to the customers. This improves customer service and increases customer satisfaction. "With Microsoft® Dynamics™ NAV, we are more agile in launching new programs quickly and

Chemicals Ltd. TCL focuses on building customer relationships through the delivery of value-added offerings and services tailored to unique customer needs.

The solution offers a simple and easy-to-use interface and familiar data formats, these tools simplify the process of analyzing order information, financial data, and sales trends.

"Microsoft Dynamics NAV has enhanced our data integrity, stock management, customer responsiveness, management visibility and business agility. Our processing is much more systematic and efficient," concludes Amit Gupta, Director-Accounts & Finance, Thakar Chemicals Ltd.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily

Software and Services

- Microsoft Dynamics
- Microsoft Dynamics NAV 4.0 SP 3.0

Hardware

- Core 2 Duo Processor
- : 4 GB RAM
- 2 Internal Hard Disks
- 160 GB Each

Microsoft Server Product Portfolio, which translates to cost increase by 100 percent but shortens our time-to-market by 9 times," states Amit Gupta, Director-Accounts & Finance, Thakar

- Windows Server 2003 Enterprise
- Microsoft Office System
- Microsoft Office 2003

- 1 External Disk 450 GB
- 10 Sony Vaio Laptops
- Partners
- Acxiom Consulting Pvt. Ltd.

works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to:

www.microsoft.com/dynamics

Computers Pvt. Ltd, and MM9 Pvt. Ltd. to jointly execute ERP and technology projects. Also Acxiom Consulting Pvt. Ltd holds equity stakes in other select Navision practices and consulting firms operating in India and the Middle East.

About Acxiom Consulting

Acxiom Consulting Private Limited was incorporated in June 2002 with the purpose of providing technology and business process solutions to mid-sized enterprises. The primary products around which Acxiom provides solutions is the Microsoft Dynamics family (Navision, Axapta, and CRM). Acxiom currently has a pan India footprint with additional selective project executions in Asia Pacific and Gulf region. Acxiom has pioneered and matured the “Money, Material and Resource” conceptual model of transactions, around which a highly successful implementation methodology has been developed. Due to a wide breadth of experience of the core team, Acxiom has been able to implement the Dynamics products in almost all industry segments in the mid segment space. Acxiom collaborates with HCL Infosys Infosystems Ltd, TEAM