



Overview

Country or region: India

Industry: Fashion Retail

Customer Profile

Genesis Colors (P) Ltd., incepted in 2001, is one of the most established names in fashion industry. It has traversed borders and created new terrains in the 'Business of Fashion' and currently owns a slew of premium Indian and international fashion labels.

Business Situation

Genesis Colors was using a legacy accounting package, FACT, to cater to all its financial and accounting requirements but the company lacked a complete integrated solution.

Solution

With the help of Microsoft® Certified Partner, Axiom Consulting, Genesis Colors implemented Microsoft® Dynamics™ NAV 4.0 with SP3 to improve reporting capabilities, manage inventory and have central control over all factory locations and retail branches.

Benefits

- Enhances reporting capabilities by 30 percent
- Enhances efficiency by 30 percent
- Exerts greater control over all factories and outlets
- Increases data security and control
- Bestows cost-effective and easy to use solution
- Allows inventory planning and control
- Consolidates financial information

Fashion Retail Company Improves Reporting and Enhances Efficiency by 30 Percent with Business Management Software

“Microsoft® Dynamics™ NAV 4.0 SP3 has increased accountability and competitiveness. The product management cuts wastage by 20 percent resulting in savings of approximately 15 percent.”

Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Genesis Colors (P) Ltd. is one of the most popular names in fashion retail industry. It was established in 2001 and is a fashion conglomerate that has redefined retailing with innovative strategies at global level. Headquartered in Gurgaon, the company has state-of-the-art manufacturing facilities in Gurgaon that seamlessly merge the traditional crafts, creativity and innovation. FACT, the existing legacy application at Genesis Colors being an accounting application, was inept to manage the design aspects, inventory and other administrative procedures. Instead it only took care of the company's financial aspects. Hence, the management recognized the need of an integrated solution. To fulfil the same, it approached Axiom Consulting, a Microsoft® Certified Partner, to deploy Microsoft® Dynamics™ NAV 4.0 with SP3. The solution enhances the reporting capabilities and reduces the cost along with augmenting the business productivity and efficiency by 30 percent.

Situation

Established in 2001, Genesis Colors (P) Ltd. had a vision to create a global fashion conglomerate on the lines of international fashion houses. While taking premium Indian fashion labels to the world, the company has also pioneered the concept of luxury retail in India. It has exponentially grown from strength to strength in less than a decade and today it is associated with top most fashion retail outlets in India namely Satya Paul, Deepika Gehani, Samsaara, Shobhaa De and Bwitch. Internationally, it is affiliated to fashion retails like Canali, Paul Smith, Kenzo, Just Cavalli and Aigner.

The company's headquarter is located in Gurgaon, Haryana with a state-of-the-art design studio. It boasts of technology driven, fully automated production facilities in Gurgaon. The company has a collective workforce of more than a 50 highly skilled, dedicated and quality conscious professionals who are well equipped to cater to the needs of the foreign and local clients. The in-house digital design studio encompasses the entire design process and is one of the most extensive repositories of design knowledge as a result of years of compilation.

Currently Genesis owns 50 exclusive stores, across 19 major Indian cities. It retails its brands through more than 130 outlets and has established an extensive global distribution network.

Genesis Colors was using FACT, an integrated business accounting software, to manage all its core accounting and financial tasks. This legacy system was however, inept to cope with the job work processes and control them at the same time to maintain a record. The system lacked the visibility to real time information. At the same time, controlling and securing data was another burning issue. The database maintained was not secure and

robust and thus led to many tribulations. Furthermore, sales and distribution was not covered by the existing system and thus another process was required to manage this module which was highly undesirable. The company desired a single integrated system to manage not only accounts and finance but overall business processes.

Another dreary job at Genesis Colors was to maintain the detailed financial, design, and administrative data from all its factories, branches and retail outlets. Again the legacy system exerted no control over the other branches and factories. "The legacy system did not meet the sophisticated requirements of the fashion industry. This made it difficult to efficiently monitor and report. The company leaders thus recognized the need for a more flexible system that could be cost-effectively tailored to streamline core business functions," states Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

The company was optimistic to indulge in a solution that can record various business processes in a single database and has the capability to generate real time Management Information System (MIS) reports and maintain the same for all the outlets since these reports play an influential role in enhancing the efficiency and decision making capabilities.

Considering the limitations the company faced with the current system, the management identified the need of a robust, integrated and flexible solution that has excellent reporting capabilities and can easily integrate with the program developed on .NET platform along with company's others databases of design for management specific reporting prospects (MIS).

Solution

“With Microsoft® Dynamics™ NAV, the financial reports can be generated at any time based on the posted transactions. This helps our head office to quickly gauge market conditions and respond to fluctuating business.”

Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

After a thorough research and a detailed analysis of all the technology options available in the market like SAP, BAAN, Ramco, Oracle and of course Microsoft, Genesis Colors decided to focus its software development on the Microsoft® Dynamics™ NAV platform. NAV matched the requirements of being cost effective, flexible and an integrated solution.

Genesis Colors then approached Acxiom Consulting, a Microsoft® Certified Partner with special expertise in the fashion retail industry for the implementation of the solution. “The most important reason for choosing NAV is its user friendliness in terms of looks and feel. Microsoft® Dynamics™ NAV 4.0 with SP3 has so many build-in, ready to use functionalities for handling complicated data and compliance regulations,” explains Sushil Tuteja, Senior Manager (IT), Genesis Colors Pvt. Limited. “It is straightforward to adapt and Acxiom with its extensive experience is well aware of our unique needs and efficient enough to customize the solution to fulfill all out requirements.”

Sushil continues, “Ease of training to existing Microsoft Office trained individuals and cost effectiveness are other primary reasons for our selection.”

The solution was implementation in June 2006. It was implemented in two phases at the corporate office in Gurgaon, all sales showrooms and warehouses across the country and then job work locations. All the phase activities were performed at head office. The modules implemented were Accounts, Finance, Sales and Distribution, Inventory Management, and, Payables and Receivables.

All the standard features of the ERP system were implemented along with some unique customizations applicable to the fashion retail industry. Acxiom identified key business

processes and customized the solution based upon those needs. Some of the key customizations done were:

- Security control and users permission matrix
- Job work module
- Item creation module according to the industry specific pattern
- Online POS module

“The biggest asset in implementing Dynamics NAV is its ability to adapt the system to our specific processes and this has been vital to our continued growth,” elaborates Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

After implementing the new business solution, various unique features are functional in the organization. Inventory planning and control are some of the most important functions that have reduced the cost. The result is reflected on controlled maximum retail prices (MRP).

“Microsoft Dynamics NAV is a great business management solution. Its strength is its flexibility and ability to adapt. We build on top of the Microsoft Dynamics NAV platform, and made it completely relevant to the needs of our company,” says Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Benefits

Microsoft® Dynamics™ NAV 4.0 SP3 is a business management solution that has completely standardized the financial management system. It has been instrumental in driving greater operational efficiency. It supports to increase competitiveness in the industry.

“Microsoft® Dynamics™ NAV has the ability to combine real-time visibility into its operations with powerful analysis and reporting capabilities that enable better-informed

decision making. It thus boosts our self-confidence to approach every new situation with self-belief since the updated real time information is available all the time,” states Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Enhances Reporting Capabilities by 30 Percent

Microsoft® Dynamics™ NAV 4.0 SP3 provides better reporting capabilities and generates timely MIS reports. It allows integration of reports in Microsoft Excel format and thus cuts the reporting time by at least 30 percent. The flexible reporting system and improved data quality has given the management better insight into the development of the business.

“We needed a system that is more flexible and would help us reconcile fast. Dynamics NAV has brought strategic insight into our business processes with sophisticated reporting and analysis. Direct access to real-time, business-critical information and a wide range of analytical and reporting tools have enhanced our reporting capabilities by 30 percent” explains Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Enhances Efficiency by 30 Percent

Microsoft® Dynamics™ NAV 4.0 SP3 allows easy access to database and analyzes real-time data from all the possible aspect of the operations, including individual transactions, customized key performance indicators, trends, and growth opportunities. It helps to manage budgets, creates and consolidates reports, and looks for trends and relationships, thereby increasing efficiency by 30 percent.

“Microsoft® Dynamics™ NAV 4.0 has increased accountability and competitiveness. The product management cuts the wastage by 20 percent resulting in saving of approximately 15 percent,” states

Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Exerts Greater Control Over all Factories and Outlets

The new business solution integrates all the warehouses, manufacturing units, sales showrooms and offices. This helps the company to have total control and monitor everything from the head office. It helps to analyze and conduct sound business planning. Accurate reporting and consistent monitoring has resulted in enhanced productivity by 50 percent. “With Microsoft® Dynamics™ NAV, financial reports can be generated at any time based on the posted transactions. This helps our head office to quickly gauge market conditions and respond to fluctuating business,” says Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd.

Increases Data Security and Control

Microsoft Dynamics NAV features security-enhanced portal access to the business data and processes over the internet. Robust security features and custom views help put business data to work throughout the supply chain while helping to protect sensitive information.

Bestows Cost-Effective and Easy to Use Solution

Microsoft® Dynamics™ NAV bequeaths simple and familiar face of the application resembling Microsoft Outlook. The intuitive interface is user friendly and it is easy to train users. The system is so easy to use that it has enabled users to increase the transactions using the solution and handle more sophisticated data. Moreover, the solution seamlessly integrates with other programs for administrative tools developed on .NET platform along with company's others databases of design for management specific reporting prospects.

Allows Inventory Planning and Control

The new ERP solution plans and controls inventory such that inventory pileups are reduced by 30 percent and the cash flow is improved by 30 percent. This ensures that the right stock is always available whenever needed. It in-turn exercises control over the products' MRP which are again reduced in the appropriate proportion. Tight inventory management helps to increase operational efficiency across the organization and improve customer service.

Consolidates Financial Information

"To facilitate our complex financial requirements of all the outlets and branches across the country, we are proficiently using Microsoft® Dynamics™ NAV 4.0 SP3. It provides the business with streamlined, end-to-end cash management services," says Sushil Tuteja, Senior Manager (IT), Genesis Colors (P) Ltd. The solution manages all the expenses effectively with automated payment scheduling and tracking, electronic document approvals, and real-time information about cash flow status. At the same time it tracks invoices, processes receipts, partial payments and installment payments.

With the help of Microsoft® Dynamics™ NAV 4.0 with SP3, the organization has optimised efficiency, increased visibility of taxation requirements, improved monitoring, automated accounting processes, and ensured compliance with relevant industry standards. To sum it up, Microsoft Dynamics NAV implementation represents accomplishments over adversities.

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 local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about Acxiom Consulting Pvt. Ltd. products and services, call (91) (124) (4063583) or visit the Web site at: www.acxiomconsulting.com

For more information about Genesis Colors (P) Ltd. products and services, call (91) (124) (4181111) or visit the Web site at: www.genesiscolors.com

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 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

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 Consulting Pvt. Ltd holds equity stakes in other select Navision practices and consulting firms operating in India and the Middle East.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV 4.0 SP3
- Microsoft Server Product Portfolio
 - Microsoft SQL Server 2005
 - .NET Framework 2.0
- Microsoft Office System
 - Microsoft Office 2003

Hardware

- HP Proliant ML330 4 B RAM 300 GB HDD 2 Server
- HP Proliant DL380 G5 32 GB RAM 1.656 TB HDD
- Desktop - IBM/HP/DELL/MAC, 1-2 GB RAM 80-160 HDD, DUAL CORE/CORE 2 DUO

Partners

- Acxiom Consulting Pvt. Ltd.