

## Case Study

### Customer Background

The client is a New Delhi based, technology driven company engaged in manufacturing, export and supply of BIS certified Agricultural Irrigation Equipments. A pioneer in Water Resource Management, the organization believes in using the highest grade raw materials and cutting edge technologies for manufacturing Drip Irrigation Equipments, Sprayers, Sprinklers and AZUD Filters. This ISO 9001:2008 certified, Indo-Spanish joint venture was awarded the "Certificate of Excellence" for exemplary growth at the 5th Annual INC. India awards. It was ranked 2nd in the category of "Most Exciting Company to Work With" and 19th in the "500 Fastest Growing Mid-sized Companies"

The company has signed a MoU with Rural Business Department of State Bank of India (SBI) for identifying farmers that can best utilize micro-irrigation and crop management systems. This strategic alliance with India's largest lender aims at helping financial capability by use of smart technology and processes.



**Leading Manufacturer and Supplier of Agricultural Irrigation Equipment Centralizes Operations with MD NAV 2013 R2**

### Highlights

**Industry:** Discrete Manufacturing

**Employees:** 300

**Annual Revenue:** INR 100-400 CR

**Project Location:** India

**Engagement Since:** 2013

**Solution Snapshot:**

- Role Center Dynamic Reports
- Streamlined Plant Processes
- Transparent Stock Movement
- Separate Central and Branch Functions

**Modules:**

- Sales
- Finance
- Purchase

## Business Case

The client's operations are spread across 2 companies and 27 branches. They were using a decentralized legacy system with separate Financial, Inventory, Purchase and Sales modules. Significant manual effort was being spent to achieve a consolidated financial view across companies and branches.

One of the key customers for this client is the **Gujarat Green Revolution Co. Ltd. (GGRC)**. This is a Government recognized implementation agency responsible for making Micro Irrigation System (MIS) available to farmers in the State of Gujarat. Since this is a Government subsidy based initiative, it required significant procedures to be followed to aid the decision making process. The client needed a system to track this process at different stages of operations.

Real time stock availability, ageing and valuation were some of the other challenges being faced by the client. The need for system generated dealer commissions; triggered stock reservation against sales orders and flexible reports led the client to look out for an integrated ERP solution.

## Business Solution

Having significant expertise in providing business and technical solutions to the discrete manufacturing industry, Godrej Infotech Ltd. proposed Microsoft Dynamics NAV 2013 R2 to meet the client's needs. NAV 2013 R2 is a flexible and scalable product for centralized inventory, plant maintenance, procurement, sales, marketing and accounting functions. Furthermore, the standard product can be customized to meet client specific needs. GITL's NAV solution has been successfully implemented in all the client locations, leading to significant operational efficiencies.

## Benefits

The centralized solution led to the following value additions for the client.

- Customized Gujarat Green Revolution Company (GGRC) process implementation with system generated progress reports.
- Central processes for Finance, sales and purchase.
- Branch level data for financial entries, balances, inventory, masters and approval rights.
- Efficient plant maintenance.
- Role center functionality for dynamic report generation.
- Quality compliance for incoming, process and outgoing products.
- Reduction in manual effort due to system generated dealer commissions.
- Increase in inventory efficiency due to sales order based triggers.

Contact Us



## India

### Head office

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## About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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