

Case Study

Customer Background

The organization is owned by one of the oldest and most respected trading families in Saudi Arabia who have successfully developed market-leading reputations in manufacturing, trading and service industries throughout the region.

The main feature of the group's business has been the formation of partnerships and joint ventures with leading international companies who are renowned names in their respective verticals and share similar principles of business.

The group has multiple divisions such as -

- Chemical Industries
- Sports and Leisure
- Hygiene Systems
- Retail Investments
- Food and Hospitality

Business Case

The company was using multiple software, applications and manual processes to run the business operations of various business entities across the group. There were separate systems for financial operations, sales process team management and sales quotations, along with numerous manual systems for day to day operations. Since all departments were using different applications, there was no interchange flow of data from one department to another.

For an organization of such a scale with so many legal entities spread across geographies, it became a necessity to implement a reputed ERP application, so as to deal with below mentioned bottleneck issues.

- Mapping Complex business scenarios
- Managing a high working capital
- Managing a huge inventory handling cost
- Handling inventory reconciling across vendor locations



Saudi Arabia's Multi-Industry Conglomerate Manages Complex Business Processes with MD AX 2012 Implementation

Highlights

Industry: Conglomerate

Employees: 100

Project Location: Kingdom of Saudi Arabia

Engagement Since: 2015

Solution Snapshot:

- Trade and Service Agreement Tracking and Renewals
- Customer Credit Control
- Integration with Third Party Systems
- Route Management
- Shipment Status
- Showroom Discount Limits
- Inventory Costing for Individual Warehouses
- One Click Report Generation
- Power BI

Modules:

- Financial Management
- Manufacturing
- Sales and Marketing
- Supply Chain Management
- Services Management
- Human Resources Management
- Business Intelligence and Reporting
- Role Center
- Project Management
- Fixed Assets
- Master Planning
- Procurement and Sourcing

Business Solution

The customer was looking for a technology solutions partner with the following criteria -

- Technical skills in project management methodology.
- A comprehensive, well-developed and easy-to-use IT solution or stack of products which would cover all the business processes and operations in its' scope of process management and automation.
- Company credentials, stability, and track record.
- Time effectiveness in terms of automating processes, reducing repetitive processes and expediting processes which otherwise take a long time for users to finish.

After due diligence, Godrej Infotech Limited (GITL) was selected as the consulting and implementation partner for Microsoft Dynamics AX 2012.

Some of the important customizations done are:

- Integration with third party service management and scheduling software.
- Demand and supply forecasting based on consumption considering AMC and project demands.
- Collection receipt control for on-field sales personnel, so as to avoid cost pilferage.
- Warranty tracking system for equipment and vendor details, along with warranty expiry dates.
- Rental agreement module for maintaining details on vehicles, warehouses, houses and campuses along with period and insurance numbers.
- GITL Payroll Add-on with country specific localization for incorporation of Saudi Specific Labor Laws.

Challenges

The main challenges during this implementation were:

- Data Migration: Getting legacy system data from multiple dis-integrated sources, and consistently converting them into the AX upload template format.
- Multiple Geographies: Performing co-ordination, training, user testing and go-live activities across all of the dispersed operating units.
- Engaging with stakeholders for overcoming the resistance to change in software solutions - not only a change in terms of systems, but also a change in the way processes were being executed.

Benefits

The client experienced multiple benefits from this large scale implementation such as:

- Enhanced employee productivity
- Reduction in working inventory
- Boardroom quality reports without IT assistance
- Easy KPI tracking
- Integrated departments-purchase, sales, finance, production, quality and human resources

Contact us



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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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