



Microsoft Dynamics Customer Solution Case Study



Overview

Country or Region: India
Industry: Manufacturing

Customer Profile

Ranbir Polymer Industries, a committed name in the horizon of rubber industries, is the manufacturer of rubber moulded automobile and industrial rubber components. With around 35 skilled personnel, it had an annual turnover of U.S.\$ 0.8 million.

Business Situation

Ranbir Polymer Industries was using a Tally 7.0 based accounts package to cater to all the financial needs of the company. But as the information was disintegrated, it required more time, manpower, efforts and consequently raised the cost.

Solution

With the help of Microsoft® Gold Certified Partner, Samadhan, Ranbir Polymer Industries implemented Microsoft® Dynamics™ NAV 4.0 with SP3 to integrate all the information and strengthen managers' decision making capabilities.

Benefits

- Integrates information system to improve forecasting by 10 percent
- Features scalability
- Offers reliable and secure data
- Ensures high level of security

Manufacturing Company Deploys ERP Solution to Integrate Business Data

“Microsoft® Dynamics™ NAV 4.0 ensures quick and better business decisions and results in transforming business intelligence to business success. This increases profitability by 10 percent.”

Mr. Pramod Singh, Director, Ranbir Polymers Industries

Established in 1985, Ranbir Polymer Industries is located in Jamshedpur, Jharkhand. It manufactures various rubber components for industrial use and has established itself well in the field. Ranbir Polymer was using Tally 7.0 to take care of all its financial tasks, along with Microsoft Office 2003. However, there was no other application in use that could integrate all the business information and fulfil the business requirements of the company. To amalgamate the data, the company worked with Microsoft® Certified Partner, Samadhan, to deploy Microsoft® Dynamics™ NAV 4.0 with Service Pack 3.0. The solution enables Ranbir Polymer to assemble data, enhance employees' productivity, collaborate all the departments and hence contribute in the profitability of the company.



“Microsoft® Dynamics™ NAV 4.0 brings together the right data from multiple systems and enables us to share the information cost efficiently. Integration gives us access to a wide range of business insight tools that help us make the right decisions at the right time.”

Mr. Pramod Singh, Director, Ranbir Polymers Industries

Situation

Established in the year 1985, Ranbir Polymer Industries is a manufacturer of rubber moulded automobile and industrial rubber components. Its range of products includes rubber moulded automobile and industrial components like bellows, bushes, mountings, buffers, and pulleys of various sizes and specification to suit customer requirement.

Its factories are well equipped to maintain high standards and committed deadlines. The unit has 90,000 square feet of land that includes a fully equipped laboratory and quality assurance system to ensure physical and chemical properties of the entire product range. Ranbir Polymer is an original equipment supplier to Telco Ltd. Some other valued customers of the company are TRF Ltd., Bokaro steel plant, and Railways. It has the workforce of around 35 employees and annual sales revenue of INR 4 Crore (U.S.\$ 0.8 million).

Ranbir Polymer was using a locally available accounts package Tally 7.0 for all its accounting tasks, along with Microsoft Office 2003. No other software application was used for the rest of the processes. Manual data entry was required, which resulted in errors and inaccuracies. Simultaneously lots of efforts and time was required to do so. Any small change meant that the entire database had to be updated manually; no real time updated data about any operation of the plant was available. The information was disintegrated and thus not reliable.

As a result, the management team at Ranbir Polymer was having a tough time integrating data from different departments for different operations. The company needed to delegate lots of man power to work on the data to ensure that it can be used systematically. This posed a major threat against the growth of the company. Hence the management decided to use a solution that could

streamline all data and automate the processes. This was desired so as to speed up the work and information flow and save the precious time. “We, at Ranbir Polymer Industries, wanted all the data and information at one place for all concerned and desired tools. This was needed to empower our people to transform the challenges of business to the company’s competitive advantage,” comments Mr. Pramod Singh, Director, Ranbir Polymer.

Solution

After Ranbir Polymer Industries acknowledged the requirement of an integrated solution, it started evaluating various solutions available in the market to select one that could best suit its requirements. After observing the pros and cons of a number of solutions, it decided to implement Microsoft® Dynamics™ NAV 4.0 with Service Pack 3.0 to integrate all its data and eliminate related issues. To implement the same, it approached Microsoft® Certified Partner, Samadhan. “Microsoft® Dynamics™ NAV 4.0 is the only solution that suits our business size and needs. It also promises to fuel business productivity by responding quickly to ever changing market demands,” explains Mr. Pramod Singh, Director, Ranbir Polymer.

The implementation of the solution started in January 2008, and the solution went live in November 2008, as planned by Samadhan. The solution was deployed at the plant in Jamshedpur. The modules implemented were: general ledger, sales and receivable, purchase and payable, basic human resources, manufacturing and inventory management.

The solution was not at all customized as the base solution primarily fulfilled all the business requirements of the company. However, the option of future customization

is open as and when company feels the need to do so.

The integrated solution has endowed the company with business intelligence, robust and effective reporting and connects everyone in the organization. "Microsoft® Dynamics™ NAV 4.0 can adapt as the growing business needs more power and functionality. Scalability and adaptability features make it unique and special from all the other enterprise resource planning (ERP) solutions available in the market," states Mr. Pramod Singh, Director, Ranbir Polymer.

Benefits

Microsoft® Dynamics™ NAV 4.0 is a unique solution that meets the company's business needs and is easily usable by the employees. It helps to meet the goals of the company, generates new revenue opportunities, strives to outperform competitors, and accomplishes as much as possible with limited resources. "The solution plays a critical role in the success of our company. It assists in planning, evaluation, designing, and understanding the business technicalities, thus increasing employee productivity by 20 percent," Mr. Pramod Singh, Director, Ranbir Polymer.

Integrates Information System to Improve visibility of

Microsoft® Dynamics™ NAV 4.0 retrieves the information with ease and assists in strategic planning. It also allows to work faster with simple interface and integration. It easily stores and shares information with the people. Moreover the information is transparent. It doesn't disrupt regular business because it connects smoothly with the existing systems and helps to get the most out of it. "The solution brings together the right data from multiple systems and enables us to share the information cost efficiently. Integration gives us access to a

wide range of business insight tools which help us make the right decisions at the right time. Thus, the solution improves forecasting by 20 percent," comments Mr. Pramod Singh, Director, Ranbir Polymer.

Features Scalability

"In today's business scenario, to grow our business and outperform the competition, we need to manage a larger team, support a steadily increasing number of customers with a high quality of service, and respond quickly to market trends. Microsoft® Dynamics™ NAV 4.0 helps us to achieve the same. The solution being scalable allows us to expand at any time in near future," remarks Mr. Pramod Singh, Director, Ranbir Polymer. The solution allows to make a smooth transition and the flexibility adds to the profitability of the company.

Offers Reliable and Secure Data

The all time, updated data offered by the ERP solution empowers employees with powerful business intelligence that helps them to have greater impact. Simultaneously, it improves the decision making capabilities at all the levels. "Microsoft® Dynamics™ NAV 4.0 ensures quick and better business decisions and results in transforming business intelligence to business success. Thus, the profitability is increased by 10 percent," states Mr. Pramod Singh, Director, Ranbir Polymer.

Ensures High Level of Security

Microsoft® Dynamics™ NAV 4.0 adopts best practices to ensure high level security. It takes steps to make server service secure, offers passwords for database access, keeps regular backups and provides regular updates. In addition, it preserves network security strategies, is virus protected and extends firewalls. Thus the solution makes sure that the organization's confidential data, though easily accessible to employees is well protected.

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 Samadhan products and services, call +91 2331882 or visit the Web site at: www.samadhanindia.com

For more information about Ranbir Polymer Industries products and services, call 09431131589 or visit the Web site at: www.satyamplastics.com/ranbirpoly/

Microsoft® Dynamics™ NAV 4.0 with SP3 works seamlessly with other leading Microsoft products and technologies to boost productivity, improve collaboration, and increase business insight. The solution helps to keep the business growing.

About Samadhan

Samadhan is an Information Technology Consulting Company set-up in 1989 in India. It is one of the premier solution providers of eastern India. The business interests vary into a wide gamut of activities ranging from ERP solutions and software development. It provides innovative and state-of-the-art info-tech solutions and products. Since its inception, Samadhan has rooted itself in high-quality software development principles and an unwavering commitment to delivery. These twin strengths enable Samadhan to adapt smoothly to the rapid evolution of technology while maintaining constant focus on the changing business needs of its clients. Its expertise is in many industries including the government department, public sector, healthcare, financial services, retail and distribution, manufacturing, telecommunications and high technology.

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

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Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV 4.0 SP 3.0
- Microsoft Server Product Portfolio
 - Microsoft SQL Server 2000
 - .NET Framework 2.0
 - Windows Server 2003
- Microsoft Office System
 - Microsoft Office 2003

Hardware

- HP Servers

Partners

- Samadhan

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