



Microsoft Dynamics Customer Solution Case Study



HP Premium Partner improves marketing capabilities with an ERP solution

Overview

Country or Region: India

Industry: Retail

Customer Profile

Sigma Computer is an authorized Hewlett-Packard Premium Partner and sells the whole range of HP products as well as providing end-to-end solutions.

Business Situation

Sigma Computer was using Tally to manage most of its finances and track inventory, but wasn't confident of the accuracy of the data or reports. The growing business required an enterprise-grade solution, and therefore, Sigma Computer opted for Microsoft Dynamics™ NAV (formerly Microsoft® Business Solutions-Navision®).

Solution

The solution was deployed within two months and included data migration for the previous financial year. The key challenge was to keep an accurate track of all transactions

Benefits

- Better reporting systems
- Improved marketing capabilities
- Enhancing customer support processes

“With Navision, we are able to analyze which segment is the most profitable or gives the maximum revenues, and concentrate on those.”

Rishi Pandey, Chief Executive Officer, Sigma Computer

Based in Ranchi, Jharkhand, Sigma Computer is an authorized Hewlett-Packard (HP) Premium Partner and is also provides end-to-end solutions in the information technology product space. Sigma Computer previously used Tally to manage most of its finances and track inventory. However, the inventory and finance systems were not integrated. Data entry used to happen in batches, with several days input together at a designated frequency, and therefore did not reflect the true picture. After an initial system study and demo by Samadhan India, a Microsoft-certified business solution provider, Sigma Computer chose to roll-out Microsoft Dynamics™ NAV (formerly Microsoft® Business Solutions-Navision®). The deployment was completed in less than two months, and Sigma Computer is now able to segment its customers and use marketing tools more effectively, has better insight into its customers and delivery schedules and has improved customer support and other internal processes.

“We were not sure of the accuracy of the data with Tally. I don’t have the time to monitor the daily account entry, and in Tally, I can never be sure of the reliability of the figures.”

Rishi Pandey, Chief Executive Officer,
Sigma Computer

Situation

Sigma Computer provides end-to-end solutions in the information technology product space. Based in Ranchi, Jharkhand, Sigma Computer is an authorized Hewlett-Packard (HP) premium partner and also sells Microsoft licenses. It has been in this business since 1990 and sells the whole range of HP India products.

In some cases, Sigma Computer also deals directly with HP Singapore. Other business is done with Redington, India, HP’s national distributor.

Sigma Computer was using Tally to manage most of its finances and track inventory, but did not feel confident with the application. “We were not sure of the accuracy of the data with Tally,” says Rishi Pandey, chief executive officer of Sigma Computer. “I don’t have the time to monitor the daily account entry, and in Tally, I can never be sure of the reliability of the figures.”

The inventory and finance systems were not integrated, and data entry was done in batches, with several days input together at a designated frequency. The information available therefore did not reflect the true picture.

At the same time, Sigma Computer was growing fast and focusing heavily on enterprise clients. “We wanted to ensure that there was a professional setup that can easily cater to the needs of this segment,” explains Rishi.

While Sigma Computer was aware of other products such as Orion, Rishi Pandey was clear that “In the SMB segment, I don’t think anyone has as good a product as Navision.” It also helped that Samadhan India, a Microsoft-certified business solution provider, was in the same building as Sigma Computer.

After an initial system study and demo by Samadhan, Sigma Computer decided to proceed with the roll-out of Microsoft Navision.

Solution

Sigma Computer opted for the sales and receivables, purchase, resource management and inventory modules of Microsoft Navision. The service module was customized for Sigma Computer requirements. As Sigma had already documented most of the systems and processes, deployment was completed in less than two months.

Data for the financial year of 2005-2006 was imported into Microsoft Navision. “The delivery was quite fast, and the software was customized on time and as per expectations,” remarks Pandey. The key challenge for Samadhan was to ensure that it kept an accurate track of all transactions, since in Sigma’s business margins tend to be low, and volumes high. Associated features included integration with Microsoft Outlook and an interface that resembled Microsoft Office.

Benefits

The main benefit to Sigma Computer is a range of reports that give complete and up-to-date information about the company. Other benefits derive from the marketing potential gained through increased understanding of the customer. Customer service and internal processes are other areas that Sigma Computer expects will dramatically improve due to the implementation of Microsoft Navision.

Better Insight with Critical Reports

Sigma Computer is using a number of reports on a daily basis. Rishi elaborates, “As of now, we are using reports such as outstanding payments, ageing reports, support-related reports, and so on. The best part is that I can get these reports whenever I want. Overall, I

“We are able to service customers better, and with daily reports on call status and pending tasks, we can ensure that there is no dissatisfied customer.”

Rishi Pandey, Chief Executive Officer,
Sigma Computer

For More Information

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For more information about Samadhan products and services, call (91) 651 233 1882 or visit their website at: www.samadhanindia.com

For more information Sigma Computer products and services, call (91) 651 233 0757

end up taking four to five reports on a daily basis.”

Increase Marketing Effectiveness

With the implementation of Microsoft Navision, Sigma Computer has a clearer idea of the costing across the entire value chain from purchase to supply to deliver. “With Navision, we are able to analyse which segment is the most profitable or gives the maximum revenues, and concentrate on those. Conversely, if any particular area is problematic it can be resolved,” says Rishi. Sigma is able to keep track of which items are left waiting longest in stock and which move fastest, and identify most-valued customers and employ marketing tools to improve sales.

Improved Process and Support

With an ERP system, Sigma Computer has been able to inculcate discipline in users, and ensure that internal processes are followed. “We are able to service customers better, and with daily reports on call status and pending tasks, we can ensure that there is no dissatisfied customer,” says Rishi.

About Samadhan

Samadhan is a Microsoft Certified Business Solutions Partner specializing in ERP implementation, and has expertise in providing state-of-the-art and innovative infotech solutions for educational institutions, power plants, hospitals and similar industries.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your colleagues 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 has already 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



Software and Services

- Microsoft Dynamics™ NAV

Partner

- Samadhan

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