

CASE STUDY



Srinisons Switches to an Affordable State-of-the-Art Subscription Model ERP

Company Name: Srinisons Wiring Systems Private Limited

Headquarters: Manesar, Haryana

Industry: Automotive components manufacturer

Products and Services: Automobile wiring harness, battery cables, terminals and connectors

Website: <http://srinisonswiring.tradeindia.com/>

ABOUT THE COMPANY

Someone has rightly said: “The most important CEO task is defining the course that the business will take over the next five or so years... You need to be able to both set a broad direction, and also to take particular decisions along the way that make that broad direction unfold correctly.”

A similar strategy was followed by the top management of Srinisons Wiring Systems Private Limited, a Manesar-based automotive components manufacturing company, when it decided to transform its legacy set-up into a forward-looking entity.

It is commendable to see how the company, which manufactures automobile wiring harness, battery cables, terminals and connectors, made the smart move to get over its existing operational bottlenecks by adopting Ramco OnDemand ERP (RODE). A state-of-the-art Software-as-a-Service (SaaS) based ERP offering of Ramco Systems. RODE offers the benefits of an enterprise-grade ERP solution at a modest cost.

THE COMPLEXITIES THAT CALLED FOR A CHANGE!

Prior to adopting RODE, Srinisons was using stand-alone IT systems for managing its various business functions.

This made it difficult to have real-time visibility of the overall inventory (especially finished goods). As the inventory was maintained manually, tracking the stocks, doing raw material planning and work-in-progress (WIP) management were some of the gray areas that required streamlining. Valuation of stock on a real-time basis based on raw materials' and finished goods' status was also not possible. Besides, the manual system was prone to errors, which added to the complexity.

Hence, Srinisons required a comprehensive and integrated online solution which would address the above challenges and aid the company in having real-time visibility over its entire supply chain. “We needed a solution that would enable the management to track the supply chain management process and maintain profitability margin for all the sales orders, across regions,” enumerates S Kesavan, Executive Director, Srinisons.

THE ROAD AHEAD FOR RODE

After internal deliberations, considerations and an elaborate survey of available options in the market, the company decided to opt for RODE. The solution would fulfill the company's process-level requirements without burdening it with heavy upfront investment. “What we liked the most about Ramco Systems was that they offered us just the features we needed for our business—that too at the right cost,” avers Kesavan.

The company implemented modules such as Book Keeping, Discrete Production, Inventory Management, Accounting, MIS and Reporting, Payables and Receivables Management, Purchase and Sub-contracting and Sales and Shipping.

The whole process of implementation and going live with the new system was completed in a short span of 8 weeks. “Ramco made it all achievable, because they had a ready template, which had all the business functionalities we required,” reveals Kesavan.

LEVERAGING THE BENEFITS OF A SAAS-BASED SOLUTION

The solution in fact offered immense cost-benefits as compared to an on-premise model as far lesser IT infrastructure expenditure was required to get started. Besides, no in-house IT team is required to maintain the ERP system, which is an essential requirement in the case of on-premise deployments. Apart from this, the flexibility to scale up and scale down the number of users, based on the dynamic requirements of the organization, has given tremendous flexibility and control into the hands of the management.

Since it is a SaaS-based solution, Ramco offers continuous product upgrades, back-end support and benefits such as disaster recovery and maintenance of data. Since the ERP system is cloud-based (which means it is available and accessible over the Internet), it has enabled the management to access financial statements and cash flow reports, anytime from anywhere. They can even track inventories and do material planning a lot more effectively, based on the real-time data.

THE ROI

For any organization, assessing return on investment is a very crucial task. Srinisons has also made a few assessments to gauge the usefulness of RODE. Kesavan enumerates some of the benefits that the company is enjoying post-implementation:

- “RODE has enabled improved sales, based on replenishment of products sold on a daily basis. This process has led to reduced inventory holding cost.
- The solution has facilitated online tracking of open purchase orders against pending goods receipt. This has resulted in improved purchase planning and control.
- The solution has also provided the management with better accessibility of business data and the senior management is able to review the business parameters—24x7.
- It has become possible to effectively monitor the actual cost of production for respective batches. This has enabled the company to understand the profitability of each order and gain better control over the margins.
- It has also helped us to track the WIP activity wise, and in turn, optimize the production cycle.
- The quick implementation of the ERP system has also ensured early returns on investment.”

ERP: AN INITIATIVE DRIVEN BY THE TOP MANAGEMENT

Typically, in a large organization, there are several professionals and a well-defined organization hierarchy that helps in easy implementation of an ERP system. In most small and medium organizations, a well-defined hierarchy is absent; so it becomes crucial that members of the top management personally monitor and oversee the pre and post implementation processes.

Another critical factor that determines the success of the ERP implementation is its acceptance by users. Since at the initial stages, an ERP system appears to be alien, a lot of motivation, pushing and prodding is required at the individual user level, within the organization, so that users can adapt to the ERP system. People usually express immense resistance in moving away from the legacy practices. To address this requirement too, the Ramco team worked hand-in-hand with the company to ensure employees became comfortable working on the new ERP system. “It took some time and effort, but the efforts have paid off as all users at Srinisons have now completely accepted the new ways of working,” says Kesavan.

GOING FORWARD

Srinisons was set up in the year 2000 and was growing at a steady pace. However, adopting RODE has added immense momentum to this growth rate. Considering the transformation that adopting RODE has brought about in the overall operational efficiency of the company, going forward, the management is hopeful of experiencing interesting results.

“I believe, we have a world-class tool, operating on a platform where hitherto only the big players played. And now Srinisons, is right there—using just the same screens, same modules and features and same potency as those big companies. This couldn't have been made possible without Ramco. “We are also working hand-in-hand with the Ramco team to add more modules to our existing ERP system, and courtesy RODE, our business is changing for the better,” Kesavan concludes, smilingly

CAN RAMCO DO IT FOR YOU?

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QUICK FACTS

CHALLENGES & OPPORTUNITIES

- To take a major leap from a standalone legacy set up to a full blown ERP system
- To convert opaque operations into transparent and efficient processes

OBJECTIVES

- To build a comprehensive and integrated on-line solution covering all business domains
- To enable agile supply chain management
- To leverage technology that's 'future-ready'

EXISTING ENVIRONMENT

- Non-integrated and non-scalable information systems
- Resource wastage due to operational opaqueness
- Lack of access to real-time data leading to uninformed or delayed management decisions

IMPLEMENTATION HIGHLIGHTS

Migration from a standalone IT set up to a full-fledged ERP system in 8 weeks

WHY RAMCO'S SOLUTION?

- Simple, yet comprehensive, while being scalable and flexible
- Pay-per-user, hosted model (SaaS offering)
- No investment on hardware, training, or additional IT staff
- Quick go live and free automatic upgrades

BENEFITS

- Remote control access across departments at different locations ensuring operational transparency and resource optimization
- Employee self service options to access information
 - Control over dealers / franchises
- Dispatch, Only after Receipt Of Advance
- Efficient tracking of day-to-day billing (invoices), receivables and sales

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