

CASE STUDY

RODE helps kickstart a startup's business operations

Company: Trader and distributor of sports goods and accessories

Headquarters: Mumbai

Industry: Trading & Distribution

Products and Services: Sports Equipments and Accessories

ABOUT THE STARTUP

Since 1950, there is a dynamic multinational conglomerate of cutting edge businesses, which has been on a journey of continually evolving to the next level of excellence. An inspired endeavor that has seen success across various spaces--Sports Goods, Medicare, Real Estate, Engineering, Product Design and Construction. Its new venture is a startup firm that deals with trading and distribution of sports goods and accessories. Like its parent group, the company has constantly strived to make sports the best fitness option, and encourages people to adopt sports as a way of life. Going forward, it is the vision and endeavor of the parent Group to make the startup firm a brand that underlines the principles of sportsmanship and competition, and draws the best from every player.

A THOROUGHbred BRAND

The flagship brand of this startup firm, deals with scientifically-designed, best quality sports gear that enhances performance. Under this brand name are designs, materials and innovations that have been specifically created to add a daring dimension to one's game and lifestyle. The company has leveraged path-breaking technology in tandem with creative designs. Strategic and successful international collaboration have contributed to creating a unique sports brand.

HOW AND WHERE TO BEGIN?

When this startup firm was incorporated, its founders decided to put processes in place right from the word 'go'. Conventional business wisdom suggested that an integrated ERP system would help the organization streamline business operations. Since the company was a startup, they did not have to deal with legacy systems and data migration. But there were pertinent business challenges that had to be addressed. This formed the basis on which the management deliberated to arrive at a decision over which ERP would be ideal for their startup.

- Since the goods were primarily imported, there were challenges related to taxes, duties etc
- Tracking of items sent for trade promotions.
- Analyzing profitability of product lines
- Monitoring the operations of field sales personnel
- Low capital to invest in Software systems

What the company wanted was an integrated ERP system that would be ideal for the newly launched business and the unique challenges it presented. Also, the ERP system needed to be flexible enough to scale up along with their business.

THE RODE SOLUTION

When the startup wanted to implement a cost-effective and efficient ERP system to suit their startup business operations and projected growth, several ERP vendors, including Ramco Systems, were evaluated. Ramco Systems' USP was that it offered the ERP solution on a Software-as-a-Service (SaaS) model. Ramco OnDemand also had a startlingly low implementation time. The business modules offered includes:

- General Ledger
- Inventory Management
- Payable Management
- Receivables Management
- Purchase
- Sales & Shipping
- CRM/Sales Opportunities
- Management Information System

SOLUTION HIGHLIGHTS

- Comprehensive, integrated online solution, covering all business operations
- Quick Go-Live: All branches were operational within a few weeks
- No IT infrastructure expenditure
- Easy scalability and flexibility to easily add new branches and users
- Anytime, anywhere access: senior management can review business 24x7

BRIGHT 'RODE' AHEAD!

Implementing Ramco OnDemand ERP offered the company the opportunity to implement an end-to-end ERP solution without additional investment in IT resources. The SaaS model brought down the Total Cost of Ownership, enabling them to focus on its new business and subsequent expansion. Considering the fact that the company was newly launched, the hosted model proved to be an ideal fit. All it required for them to go live with the system was Internet broadband connectivity. Ramco OnDemand ERP provided the following business benefits:

- Timely delivery of stock to customers through effective forecasting and planning
- Taxes & duties for imports and exports were effectively handled
- Enhanced control and traceability of stock, based on batch numbers
- Effective inventory tracking, including inventory sent for trade shows & promotions
- An integrated view of business operations, with reports for Product Wise Cost/Profit Analysis
- Easy scalability - Users & Branches can be added and incorporated in the business process within a day's notice very quickly

This way RODE helped the company take the big leap towards scaling up its newly launched business. So, it won't be wrong to ascertain that RODE is not only perfect for well-established businesses, but it is also an ideal fit for startups.

CAN RAMCO DO IT FOR YOU?

Of course it can! To find out more on how RAMCO can be stretched (or shrunk) to answer your need, call **1800 425 6667**.

QUICK FACTS

CHALLENGES & OPPORTUNITIES

- Absence of any kind of inventory planning
- Difficulty in tracking movement of items sent for trade promotions
- Taxation-related aspects related to imports and exports

OBJECTIVES

- Link disparate processes across branches to create a seamless system
- Improve data accuracy
- Facilitate quicker availability of data
- Decision support for Management
- Improve operational efficiency and control of sales personnel

BENEFITS

- Better inventory planning and control
- Availability of product wise profitability reports
- Improved traceability of financial transactions
- Better management of statutory taxes
- Reduced lead time for delivery to customers

EXISTING ENVIRONMENT

No existing system as it was a startup

WHY RAMCO'S SOLUTION?

- Pay-per-use feature
- Downgrade or upgrade as per requirements
- Quick implementation time
- Open to customization
 - Affordability

IMPLEMENTATION HIGHLIGHTS

- Comprehensive, integrated online solution, covering all business domains
- No IT infrastructure expenditure
- Better disaster recovery and maintenance, which is part of every Ramco OnDemand ERP model
 - Better cost control
- Online financial statements and cash flow projections
- Anytime, anywhere access

Global office locations:

India

Corporate Office
Ramco Systems Ltd.
64, Sardar Patel Road
Taramani, Chennai - 600 113, India
Tel: +91 44 2235 4510 / 3090 4000
Toll-free: +1800 425 6667
e-mail: contactramco@ramco.com

North America

Ramco Systems Corp.
Crossroads Corporate Center
3150, Brunswick Pike, Suite 130
Lawrenceville, NJ 08648
Tel: +1 609 620 4800
Fax: +1 609 620 4860
Toll-free: +1 800 472 6261
e-mail: info-us@ramco.com

Canada

Ramco Systems Canada Inc.
World Exchange Plaza
45, O'Connor St., Suite 1150
Ottawa, Ontario, Canada. K1P 1A4
e-mail: info-us@ramco.com

Europe

Switzerland
Ramco Systems Ltd.
Lange Gasse 90, Postfach
CH - 4020, Basel
Switzerland
Tel: +41 61 205 2525/2509
Fax: +41 61 205 2590
e-mail: info@ramco.ch

United Kingdom
Ramco Systems Ltd.
Exchange House
494, Midsummer Boulevard
Central Milton Keynes MK9 2EA
United Kingdom
Tel: +44 1908 255 989
Fax: +44 1908 255 589
Mobile: +78 81911231

Germany
Ramco Systems Ltd.
Lyoner Strasse 14 60528
Frankfurt am Main Germany
Tel: +49 069 6655 4485
Fax: +49 069 6655 4100

South Africa

RSL Enterprise Solutions (Pty) Ltd.
No. 5, Walnut Road
2nd Floor, SmartXchange Building
PO No. 1228, Durban - 4000
South Africa
Tel: +27 31 304 0911, 0918, 0928
Fax: +27 31 304 3499

ASEAN

Malaysia
Ramco Systems Sdn Bhd
3 B - 15 - 7, Level 15 Block 3 B
Plaza Sentral, Jalan Stesen Sentral 5
Kuala Lumpur 50470
Tel: +603 2260 3978 / 4978
Fax: +6 03 2260 1978

Singapore
Ramco Systems Pte. Ltd.
10, Eunoz Road 8
#13-06, Singapore Post Centre
Singapore - 408 600
Tel: +65 6743 1513
Fax: +65 6743 1514

Middle East & North Africa

Dubai
Ramco Systems Ltd.
Suite 205, 2nd Floor, BT Building
EIB-4, Dubai Internet City
PO Box 500235, Dubai, UAE
Tel: +971 4 3636784
Fax: +971 4 3636785

Dubai
Ramco Systems FZ LLC.
Office No.111, Building No. EIB-04
Dubai Internet City, Dubai

Sudan
RSL Software Company Limited
House number 306, Second Floor
Block 21, Riyadh, Khartoum, Sudan

Contact Office

Abu Dhabi
Ramco Systems Ltd.
CERT Technology Park
Block D - 15, Muroor Road
Al Saada Street Junction
PO Box 37973
Abu Dhabi, UAE
Tel: +971 2 4048642
Fax: +971 2 4462050

ramco

For more information, you can e-mail us at contact@ramco.com or visit us at www.ramco.com

ERP | SCM | HCM | EAM | CRM | Financials | APS | Process Control | Analytics | Aviation | BFSI | Energy & Utilities | Government | Logistics | Manufacturing | Services

© Copyright 2015, Ramco Systems Limited. All rights reserved.

Disclaimer: Information subject to change. Exact offerings, features, benefits, etc. may vary in Standard and Enterprise editions and for customers based on their individual requirements.