



## TVS LOGISTICS: IT ENABLES THREE-FOLD EXPANSION IN FIVE YEARS

TVS Logistics Services Ltd. (TVSLSL) is a leading 3PL player, with six affiliate firms in India and overseas, over 140 locations, and joint ventures with firms in the US, UK, Thailand, Spain and Germany. Since they began operations in 1994, they have learnt not only to tackle challenges head-on, but also to use IT to fuel their speedy growth. See how Ramco's Solution helped in managing their complex logistics supply chain and improved efficiency.

## NEED FOR AN INTEGRATED SOLUTION

- TVSLSL handles logistics for the automotive industry - a complex affair!
- In a manufacturing facility, over 50,000 parts are required at any point of time, of which about 5000 are fast moving
- Stock-outs or delays in transit could lead to disruption of production process at the customer end, leading to heavy penalties for non-compliance
- Dealing with multiple suppliers to service a single order for its clients was time-consuming; TVSLSL needed to derive performance consistency from each agency involved
- Home-grown IT systems and specialized accounting package being used were not enough to maintain end-to-end visibility and efficient supply chain management
- In 2005, TVSLSL wanted:
  - An integrated and sophisticated ERP system that could offer most of the required modules, directly out-of-the-box, without the need for any modifications
  - A co-built SCM system to cater to specific logistical requirements
  - Multiple language support and compliance needs, as they were expanding across regions, in India and abroad
  - Scalability and flexibility to cater to future expansion



## SMART IMPLEMENTATION

- 3-4 months of discussions to chart out needs and challenges
- Phased implementation approach – took a year to bring the business operations into the system
- Ramco ERP system has been implemented across all TVSLSL divisions
- Implementation includes:
  - ERP modules like Transportation Management, Warehousing Operations, Procurement, Sales, Financials and Human Capital Management
  - SCM tools for domestic transportation, international transport, time-to-market, warehousing and material handling
  - Business intelligence
  - Other features like customers' web portal
- Process reengineering and change management were key factors for successful implementation – these were addressed through comprehensive employee training programmes
- Focus on effective dialogue framework with employees as TVSLSL believes that keeping the employees informed is very important

## WHY RAMCO ERP?

Comprehensive functionality and in-built best practices

Enables the company to integrate all its processes under one solution, giving it a competitive edge

Total cost of ownership (TCO)

Solution is scalable and flexible

Caters to international laws and compliance requirements

Integrates well with other IT infrastructure like GPS and telematics, biometric solutions, PDAs and other handhelds, etc.

## SCALING NEW HEIGHTS WITH RAMCO

- Improved efficiencies of scale
- Easy and dynamic expansion
- Single version of data across the organization
- Access to real-time information, not only to the management and employees, but also to partners and customers – Customers get status alerts on shipments via the mobile gateway, about potential delays or on-time placements
- Reduced costs, because of streamlined processes – According to the client, in the first six months of deployment itself, the overall expenditure spend came down by 3 per cent
- Self-service access for customers through a dedicated customer web portal

## CAN RAMCO DO IT FOR YOU?

Of course it can! To find out more on how Ramco can answer your need, e-mail [contact@ramco.com](mailto:contact@ramco.com)

“ We have expanded dramatically, using IT. Currently, we have 140 locations in India compared to 45 locations in 2005, the year when we deployed the Ramco ERP system. Since then, we have witnessed three-fold expansion. ”

“ Irrespective of the high growth that we have been experiencing, we are able to scale much faster now. Say for instance, if earlier, ten people could support a transaction volume of 3 crore per person, the same ten people can now support a transaction volume twice than before, that too with the existing infrastructure. ”

Harinath Chakravarthy,  
Chief Information Officer - TVS Logistics