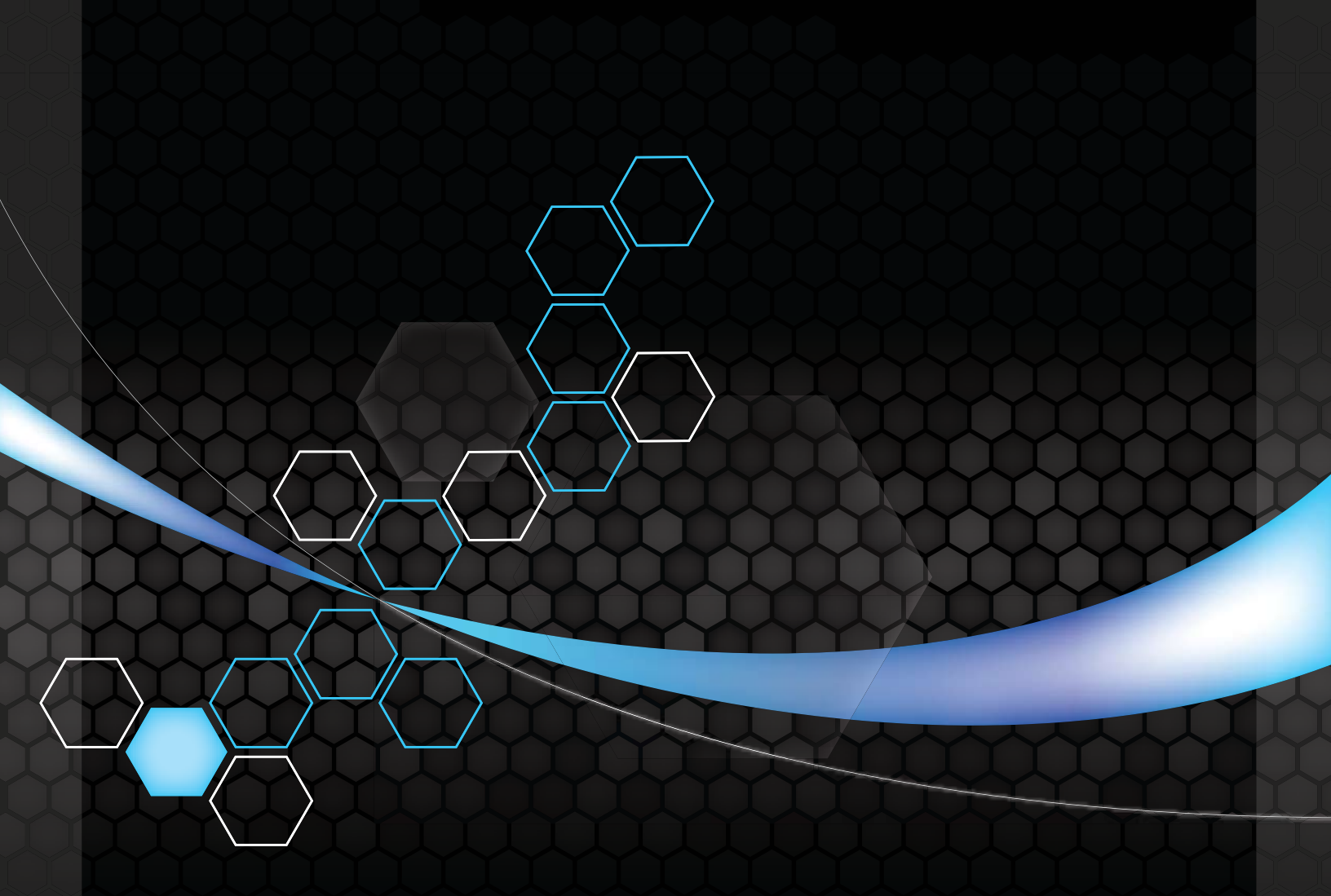




Ramco Co-Creates with ITC-IBD: Enabling Innovation through Speed, Flexibility, and Co-Creation



Ramco: Co-creation is at the core of everything we do.

Ramco Systems, a leading provider of flexible business and technology solutions, helps Global 2000 companies innovate and win. Its uniquely collaborative co-creation process results in enterprise solutions that fit like a glove, and integrate seamlessly with any other technology systems, platforms and applications.

With complete end-to-end integration of business processes, a system that dynamically adapts to business process changes, and actionable business intelligence that reveals the impact of those changes in real time, corporate leaders can now enjoy the freedom to focus on their business rather than its technology. Leveraging a growing repository of over 1,000 re-usable enterprise class components for rapid implementation, and its revolutionary transaction and analytics platform, Ramco delivers true business process flexibility and operational change-on-demand to more than 450 customers worldwide.

Co-creating with ITC-International Business Division

ITC-International Business Division (ITC-IBD) is one of India's largest, most respected private sector companies. It is the country's second largest exporter of agricultural products, with an export turnover of over 5 billion Indian Rupees annually (approximately \$25 million US).

Co-creating with Ramco, ITC implemented a revolutionary digital business platform that transformed and revitalized the rural economy of India, and enabled ITC-IBD to become the most preferred supply chain partner for agriculture and aqua products in the international market.

As part of their food business, ITC-IBD sources soya bean and wheat from over 175,000 farmers in the Indian rural market. In order to access these farmers more efficiently, ITC established information centers in every major village for the farmers to access. These centers,

called e-Choupals (meaning "electronic meeting place") enabled farmers to check market prices of their products and thereby increase profits by selling their goods at higher prices, and decrease costs by eliminating the logistical inefficiencies of the "mundi auction" system. ITC soon realized that it could leverage its physical presence in these rural centers to reach customers as well, and decided to establish village supermarket stores and convert its contact points in the villages into retail outlets to sell an array of fast-moving consumer goods. But to do this, ITC-IBD would need a collaborative platform to connect this vast network of buyers and sellers—a system to integrate the business that would be able to accommodate continuous change.

It was clear that a traditional ERP solution would not be able to address such complex business needs. With the inherent complexities of international agricultural trading, constantly changing regulations and tax laws, poor IT infrastructure in rural India (power, connectivity, etc.), and this very innovative business approach, ITC-IBD needed a highly flexible solution. A solution that could handle robust business processes and very diverse business requirements, manage a high level of customization at local levels and the related multi-lingual requirements (8 Indian languages), and accommodate a business model that would be constantly evolving over time. In short, to innovate ahead of the technology curve, ITC-IBD needed:

- A trading solution for over 2,500 diverse product lines with diverse business practices (wheat, coffee, soya, pulses, spices, value add agri-products & aqua)
- The ability to constantly evolve with business practices and emerging new business lines
- A change-on-demand solution for many of these evolving businesses
- A technically well-architected solution to accommodate high availability, distributed usage and high volumes

The right solution begins with the end goal in mind

From the beginning, Ramco worked closely with ITC-IBD to clearly determine the success factors for implementing the right solution. Factors such as top management commitment, an extensive scoping process to understand the nuances of the business, detailed prototyping and well-documented solution requirements would all be essential. Scenario testing with customer-provided data, a well-managed change request process, and benchmark testing of performance under various volume and concurrent usage situations were also part of the path to success.

With these factors identified and extensive due-diligence completed, Ramco was able to deliver a glove-fit solution for ITC-IBD, re-architecting supporting systems and migrating the business to the digital marketplace on a nodal platform powered by Ramco VirtualWorks™.

Some of the solution highlights include:

- Nodal platform catering to commodity blending, agricultural trading, e-Choupal & rural distribution
- 24,000 personalized business function points*
- 110,000+ pre-built business function points*
- Integrated Business Systems for Direct Agri Procurement, Rural Distribution, e-Choupal Management, Exports, Insurance, Aqua Processing & Commodity Blending
- Built-in commission calculation engines
- Usage of pre-built components for Logistics, Sales, Financials
- Support for 8 local languages

Enabling innovation through speed and flexibility

This uniquely co-created digital business platform was implemented with almost no defects reported post-deployment. Implemented within 10 months and ahead of schedule, ITC's Ramco solution brought the power

of automation and the value of information to the rural agriculture market in India.

Solution Benefits Included:

- Creation of a complete digital marketplace
- Centralized system to manage the complex business of agri-trading
- Elimination of logistics inefficiencies by removing middlemen
- Management of e-Choupals spread across the country
- Rollout in 800 distribution centers impacting millions of customers
- Solution coverage spanning 40 ERP locations and 500 e-Choupal locations; extendable to 200 ERP locations and 5,000 e-Choupal locations
- Intuitive, easy-to-use interface to support a variety of user profiles and products
- Real-time end-to-end visibility into financial implications of business change

"The Ramco VirtualWorks™ platform with pre-built components for Logistics, Sales and Financials, along with custom-built solutions for direct agri-procurement and other unique business processes of ITC e-Choupal now provides a nodal platform to manage our business in rural India. We looked around for off-the-shelf solutions, but given our rapidly evolving business model and need for flexibility, we went with Ramco's co-creation approach and the flexibility that a platform-based enterprise solution provides. Ramco delivered this solution by really working collaboratively with us."

– CEO, ITC-IBD



Additional Solution Data Upon Completion

Parameters	Data
Size	110,000+ pre-built function points* 24,000+ personalized function points*
No. of BPC's	13
No. of Components	165
No. of User Interfaces	7,000+
No. of Reports	150+
Delivery Platform	Delivery on IBM AIX platform with Oracle 9iAS and Oracle 9i database
User Details/Location Details	450 ERP users 1,000 e-Choupal users 40 ERP Locations (projected ~200) 500 e-Choupal locations (projected ~4,500)
Area	Benefits
Change Management	Change requests delivered with good quality and within a short time period
e-Choupal Management	Single window for monitoring and controlling all Sanyojak and Sanchalak through e-Choupals
Diverse Business Processes	Standardization across product groups and also meeting the diverse requirements
Productivity	On-time financial books closure
Stock Information	Multi-level stock visibility across entire supply chain
Control of Subcontracting Operation	Visibility of sub-contract operations for aqua products
Security and Data Integrity	Improved data security and control and data integrity

Co-Create with Us!

While this game-changing solution was uniquely developed for ITC-IDB, our co-creative approach can deliver the same winning results for you, whether your business is agri-trading, manufacturing, aerospace, logistics, financial services or any other industry. Visit ramcocreate.com, call **1.800.4RAMCO1** or e-mail us at innovate@ramco.com to co-create with us on your next generation enterprise class solution.

*Functionality and size of the solution may have changed since scoping and implementation. Function point is a unit of software size, please refer to <http://ifpug.org/> for industry definition.