

CASE STUDY



Delux Group finds its bearings with RODE

Company Name: Luxite Industries

Headquarters: Mumbai

Industry: Precision bearings and components manufacturing

Products and Services: Manufacture and distribution of bearings and components

Website: www.deluxbearings.com

ABOUT DELUX GROUP

Surviving over 50 years in the automotive bearings and components industry does not come without an assurance of quality. That's because the industry is competitive and only the very best survive to make a mark. And the Delux Group, currently consisting of Luxite Industries and Delux Bearings, has made a mark.

The group boasts an impressive clientele with products such as bearings and components for automotive, industrial and textile sectors. A technology-driven precision bearings and components manufacturing company, it has earned itself the reputation of offering 'Value for Money Auto Components'.

Luxite Industries, the company's export arm, was established in 1996 and boasts a repertoire of over 300 products. The company exports its products to a host of overseas markets like USA, Germany, Italy, Spain, England, Brazil, Argentina, Finland, Denmark, Philippines, Thailand, Indonesia, Korea, Singapore, Malaysia, Vietnam, Turkey, Iran, South Africa, etc. In addition, it has been meeting the needs of the replacement market in India besides developing customized bearings for niche applications.

"This is a vertical that is highly dependent on quality and precision and uses high-end technology," says Parag Nagwekar, manager - Projects. "Every little detail counts while taking major decisions, so precision is key in every aspect, be it operations, finance or production."

THE BUSINESS CHALLENGE

Having been around for almost half a century, the Delux Group has learnt a great many things. They had always stayed ahead of the curve with their streamlined operations and market-savvy products. Their skills were undisputed. However, as the company began to grow, they realized that they needed a higher level of control than ever before.

The group had two companies—Luxite Industries, which took care of the manufacturing aspect and Delux Bearings, which focused mainly on trading activities. "The group needed a system that would allow them to pan across both these companies and a whole gamut of activities. From this, crucial data had to be gleaned and important business decisions taken."

The company had been using different stand-alone software packages for different aspects of the business. While this legacy system had served their purposes in the past, the company began to feel an increasing need for access to real-time information. Instant access to information from a unified, online financial and MIS reports system would give them an integrated view across different levels of the organization.

"The company needed insights into their financials and business. So, they really needed a system in place to standardize and streamline business processes across the organization and improve operational control through a comprehensive financial and management reporting system."

The company was already using an in-house ERP system, using a combination of features from 5M and Tally. However, there was no co-ordination between the two systems and the information silos did not support business insights or growth. Moreover, the multilocation structure made it difficult for the head office to get a clear perspective of the overall business scenario.

"An on-premise software was essential for certain aspects that required specialized customization. However, there were other aspects where the major need was instantaneous access to real-time information. For instance, having online information on inventory and accounts was extremely important."

Often the delivery and production would happen from the factory locations but the distribution would happen from the head office. The company needed to ensure a seamless flow of information in tracking lots during this process. RODE offered Luxite, a SaaS-based cloud model, that would not upset their existing framework and would work independently to provide business intelligence.

THE RODE SOLUTION

Before implementing RODE, the team went through an intensive data modeling process, after which they provided the client with a detailed document, analyzing the available system and identifying gaps in the existing processes. They also came up with an elaborate set of solutions to address these gaps.

Since implementing RODE, the company has been able to draw all their disparate processes together and access information instantaneously. They have also got better control over their inventory and greater visibility on the cash flow and financials.

Ramco also provided the company with module-wise training across various locations. “RODE is simple and it has a great plug-and-play feature. However, since the company was completely new to this, we ensured that

across locations employees were equipped to access their respective modules,” says Mr. Balram Padhi. “This has transformed the way our business runs.”

CAN RAMCO DO IT FOR YOU?

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QUICK FACTS

CHALLENGES & OPPORTUNITIES

- Difficulty in managing customers and suppliers without integration of systems
- Procurement planning and vendor management with long-term agreements
 - No access to real-time information
- Multicurrency handling in all transactions required

OBJECTIVES

- Handling of manufacturing processes through discrete production modules
- Integrate all the complex processes through process plan and manage high complexities
- In-depth subcontract management with detailed reconciliation
- Customized financial reports
- Lot traceability at RM and FG level

EXISTING ENVIRONMENT

Non-integrated information systems

WHY RAMCO'S SOLUTION?

- Pay-per-use feature
- Upgrade as per requirements
- Quick implementation time
- Open to customization
- Affordability

BENEFITS

- End-to-end solution for managing trading and manufacturing activities
- Efficient tracking of day-to-day billing (invoices), receivables and sales
- Financial solution with the ability to handle multiple currencies
- Greater resource sharing and control
- Subcontract management with detailed reconciliation
- Lot traceability at RM and FG level
 - Any time, anywhere access—real-time accurate information

IMPLEMENTATION HIGHLIGHTS

- Quick implementation time of 2 months
- Comprehensive, integrated online system
- Attributes that cover all operations at all locations
 - Adequate investment in IT infrastructure expenditure by client
- Easy scalability—users can be added and incorporated in the business process based on increased project activity with a day's notice
- Disaster recovery and maintenance, which is part of every Ramco OnDemand ERP model
- Integrated support, product updates and upgrades
 - Better cost control
- Online financial statements and cash flow projections

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