

CASE STUDY

RODE helps a family business break boundaries and enter the international arena

Company Name: JVS Textiles

Headquarters: Madurai, Tamil Nadu

Industry: Home textiles industry

Products and Services: Textile manufacturers, suppliers, exporters and retailers

Website: www.jvsexport.in

ABOUT THE COMPANY

If you are or ever have been part of a family business that has been around for generations, you'll know that living up to a legacy can be quite a challenge! Managing personal and professional objectives on an everyday basis, balancing a dynamic market condition while holding on to long-cherished family ideals, and getting your employees and other family members to fall in line can never be easy.

How did a company that started off with a personal vision cope with the sudden shift to an international arena? Ask JVS Exports, which is running into fourth-generation business. Originated from its parent company C.Swaminatha Mudaliar Sons, established during 1931, it is now a leading exporter in the home textiles segment.

LEAVING A MARK IN HOMES ACROSS THE GLOBE

With over 77 years of weaving experience, business dealings in 25 countries, and a host of noteworthy partners like Tesco, ASDA, Carrefour, Sainsbury's, Shop Rite Stores, K-Mart, Dollar General and Cole's, JVS Export has emerged as a respectable and trusted name in the home and kitchen textile segment.

The textile industry is an intensely competitive one; according to CCI (Corporate Catalyst India), the Fabric Industry in India accounts for about 20% of the total exports of the country, and represents the largest net foreign exchange earner. However, in spite of the fierce competition that characterizes this segment, JVS Export has managed to not just hold its own but make a notable impact. What has been instrumental in the company's success is its forward-thinking attitude and fierce pursuit of technology.

"Unlike many other players in the area, JVS Exports has a strong focus on technology," says Gopalarethnam Ravi, Senior Business Analyst. "They are always asking, 'What next? How can we do this better?'" And I think that is one of the major reasons why they've been able to make a mark."

ROADBLOCKS TO SUCCESS

The journey from being a family-run business to a major player in the home and textile segment has by no means been an easy one. Often, it has meant that the company has had to wend its way forward by staying up all night,

especially during the time of an audit. The biggest bottle neck was inventory management. With a head office in Madurai, manufacturing plants in Karur and Vadipatti, a fast-growing retail sales division, a subsidiary division, JVS Spinners, and a number of sub-contracted vendors for managing different aspects of the supply chain cycle, the company found that their materials were pretty much "all over the place."

The company had two ways of procuring their loom: spinning their own or procuring it from vendors across the state and district. There were other factors too in the chain that had to be taken into account before the final product was released. For instance, the basic raw material cotton had to be purchased locally or imported, depending on the quality, price and market availability. It then had to be spun into the required yarn and this activity had to be handed as a job contract to JVS Spinners.

The yarn was then subjected to multiple processes like dyeing, bleaching and cone winding; each process was in turn subcontracted to various suppliers across Madurai and Karur. As the company grew, so did the number of vendors, middlemen, assets and resources. "The entire process was a constantly evolving one and we began to feel the need for a system that would provide a comprehensive overview of what was where, who was doing what and how it could be done better," says Mr.Satagopan, Manager HR.

CAN RODE BE THE SIGNPOST TO THE FUTURE?

As the demand for real-time information grew, the company began to sorely feel the need for an ERP system that was competent enough to handle their burgeoning demands. In the initial years, they had collated information manually; for the last many years, they had been using a home-grown system that had in fact served them pretty faithfully.

However, though this legacy system could inform them of the whereabouts of inventory, it was unable to give them an insight into where the company was headed. What the company needed was an ERP system that could stretch itself to meet growing demands.

"We wanted an ERP system that could do several things all at once! We had information islands, but lacked a system whereby all these disparate pieces of information could be drawn together. This was crucial if we wanted to gain business intelligence and take forward-thinking decisions."

The envisioned solution would also have to generate intelligent reports that would drive future business decisions. After evaluating a number of players in the industry across several parameters, the company unanimously opted for RODE.

RODE: BE IN MANY PLACES AT THE SAME TIME

“When we rated RODE against our criteria for an ERP system, we realized that it had a lot of benefits that would not just answer our needs but exceed it. What we liked the best was the fact that it demonstrated ‘understanding’. It gave us better control over our multi-location requirements. Without being physically present with every vendor and plant, we could assess the dynamics involved.”

JVS was also impressed by the fact that RODE was a SaaS offering. Its plug and play feature was extremely convenient, since it allowed them to scale up or down based on the need of the moment. As the company gears up to capture more linen table business, double production capacity and invest much more in infrastructure, it's such a comfort to know that RODE is on the job monitoring all the other little details that go into creating a big business.

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

- Highly complex and intricate procuring process
- Stocks are replenished based on market availability and purchase price of the cotton
- Stocks held at multiple locations with separate tracking and billing operations: every day, the data has to be checked for synchronization separately
- Tedious inventory stock maintenance
- Large volume of stock purchased from various suppliers to be issued to multiple subcontractors for further processing

IMPLEMENTATION HIGHLIGHTS

- Integration of multi location warehouses-Madurai, Karur, Vadipatti
- Online inventory control system
- Financial integration with head offices

EXISTING ENVIRONMENT

Non-integrated information systems

BENEFITS

- Better information on whereabouts of stock and inventory leading to faster and improved decision-making
- Streamlining of procurement for various aspects of the textile manufacturing process
- Better inventory management of items stocked across more than 10 warehouses, leading to lower inventory costs
- Preparation of consolidated supplier reports
- Gives information on which of the various production processes can be sub-contracted based on in-house production capacity and delivery schedules

OBJECTIVES

- Tracking of inventory and stock across different locations
- Stocks delivered to subcontractors to be tracked supplier wise and item wise
- Stock received to be reconciled with the supplier against the issue of raw material
- Integrate various functions for greater transparency and informed decision making
- Automate routine tasks and free up employees, enabling them to focus on their core efficiencies

WHY RAMCO'S SOLUTION?

- Comprehensive inventory and procurement management solution for addressing various aspects of the textile business
- Web-architected solution, enabling anytime-anywhere access
- Oversight of different aspects, enabling decision-makers to take comprehensive, informed decisions
- Large number of value-added functionalities
- Greater degree of flexibility
- Capable of achieving desired outcome with better TCO

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.