

IT as an Enabler for PEIL

By adopting web-based ERP solution, Parry Enterprise India Limited (PEIL) slashes operational inefficiencies while strengthening data integrity

Operational transparency is the key to any successful business, especially for firms like PEIL that handles diverse business operations.

Yet, PEIL is managing its three strategic divisions and disparate operations in an efficient manner.

About PEIL

PEIL has three strategic divisions - Tuflex India, General Marketing Division and Parry Travels. The company services major customers that deal with various products including biscuits, bakery loafs, dairy and confectionary products, beverages, processed foods, pharmaceuticals, textiles and more.

Hence, managing a network of primary and secondary distributors and ensuring the availability of materials to its customer is crucial to PEIL.

Need for ERP

Expansion of business posed several challenges to PEIL. They faced hardships in handling the growing transaction volume and meeting the statutory requirements with their legacy finance and inventory solutions developed by its parent company, Murugappa Group.

Bhaskar explains: "We import food products through two major ports of Chennai and Mumbai; these products are required to be moved to various branch locations across India. Since there was no standard system in place, computing value in accordance with the different tax systems prevailing in different parts of the country was necessary to prevent any revenue loss. Information on finance, sales, purchase invoices and shipment was also not available on a real-time basis."



"The only way an organization can do this is through operational efficiency, which is difficult to achieve through manual processes. It is IT that can help businesses get an end-to-end view of operations and hence steer growth."

— M K Bhaskar, VP-Sales, PEIL

This has led the PEIL management to have a more robust solution like ERP to handle its growing complexities. However, the company was not in favour of an on-premise implementation since it demanded huge infrastructure investment.

Choice of Web-ERP

With all these concerns in mind, the IT team of the Murugappa Group zeroed in on Ramco OnDemand ERP (RODE) - a web based ERP system. "Though the Murugappa Group had a preference for SAP's ERP solutions, an exception was made for PEIL considering the nature of its requirements," says Bhaskar.

After initial discussions, the company invested time to define the process-level and end user requirements to Ramco Systems.

Recalls Sukumar R, General Manager—Sales, RODE, "The company wanted a system that could efficiently cater to its multi-branch, multi-location requirements; in other words, something that could render a holistic view to the overall organisational processes."

Ramco implemented the solution across the branches in nine weeks since PEIL wanted to go live on the new ERP system for its complete business processes as early as possible.

Post-ERP Phase

Today, all key organizational functions such as the sales order process, the invoicing system, expense management, collection management, finance management, and so on, have been integrated into the new ERP system. "We don't have any parallel systems running. RODE is the sole point of organisational information access," says Bhaskar.

Commenting on the key benefits of RODE Bhaskar says, "At the micro level, efficient supply chain management, effective tracking of materials, reduced operating and inventory carrying costs, efficient tracking of accounts payables, online financial reporting, and greater resource sharing, monitoring and control, are some of the advantages that we are experiencing."

Plans Ahead

Reveals Bhaskar, PEIL plans to leverage the analytic aspect of RODE to make better decisions and generate tailor-made MIS reports required for departmental/branch wise reviews.

The company plans to continue its growth trend by adopting right technology that matches their trading business.