

# CASE STUDY



## Fisheries Major in KSA Successfully Implements Infor LN FP5 across 50 Retail Units

### ABOUT THE CLIENT

The Company distributes fresh, frozen and canned Marine products as per international quality standards and specifications across various locations in the Middle East. This is a public private partnership company with the Government of Saudi Arabia holding 40% capital share. The company owns an industrial base equipped with latest technologies for preparing and delivering fresh, frozen and value added products. They also have an integrated Fish & Shrimp Farm that hosts a state of the art processing plant to meet the demands of local as well as international markets.

### BUSINESS CASE

The customer needed a partner who understood the global retail food industry, with emphasis on frozen marine products. The wish list was to automate the entire value chain, right from raw material procurement to the point of sales terminals spanning across various geographical regions. The current system required significant manual intervention due to partial coverage of business processes. The manual processes that needed automation were:

- Daily reconciliation of collections at various outlets
- POS operations
- Stock replenishment and tracking of incoming material at various retail shops
- Price list prepared by the head office was maintained in hard copies at various retail outlets, which made the sales process vulnerable to costly errors and longer work-in-process

### BUSINESS SOLUTION

Godrej Infotech Ltd. (GITL) was selected as the partner for upgrading the existing ERP system by adding new modules including development of POS solution and enhancing earlier modules. The solution developed by GITL had the following features:

- Seamless integration with the existing Infor BaaN ERP system
- Ease of deployment and use on touch screen enabled devices
- Can be scaled up to multiple POS terminals in a single shop
- Centrally controlled price list across all shops
- Automatic replenishment planning for individual retail shops

### HIGHLIGHTS



**Industry**  
Aquaculture



**Location**  
Kingdom of Saudi Arabia



**Annual Revenue**  
SAR 77.5 Mn.



**Engagement Since**  
November 2007



**Environment**  
OS - Windows Server 2008  
DB - SQL 2008



**Product**  
Infor LN FP5



**Modules**  
Manufacturing, Sales &  
Distribution, Purchase



**Project Undertaken**

- Implementation of Infor LN FP5
- POS Integration
- On-going Application support



## PROJECT HIGHLIGHTS

- Integration of sales process between POS and Corporate Headquarters
- Developed a .Net based POS solution to meet client specific requirement
- Accessible from Touch Screen Devices
- Use of Centralized Price List
- Drilled Down MIS Reports
- Automatic Replenishment Planning

## CHALLENGES

The significant number of manual processes carried out by the customer posed a major challenge during the implementation of the new system. Activities like gap fit analysis, requirement gathering, design, development, customization and integration had to be carried out for majority of the business processes now being automated. Another challenge was the integration of a large number of POS outlets spread across diverse geographical regions. GITL, with its expertise in ERP consultation and implementation was able to skillfully handle the situation and deliver the solution to meet client's requirement.

## BENEFITS

Post implementation, there has been a 360 degree turnaround in the efficiency of the customer's business operations. The new system brings with it multiple benefits such as:

- Automatic updating of shop activities saves valuable working time thus improving productivity and enhancing business transaction accuracy
- Improved inventory management and cash flow generation through effective liquidation of goods nearing expiry by launching attractive promotion schemes which are pre-defined in the system
- Information is readily available to generate MIS report to assess the product wise / product category wise performance in terms of sales and profitability
- Lot tracking and control module leads to superior stock control
- Standardization of POS terminal hardware across all shop location

## ABOUT GODREJ INFOTECH

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

### India

#### Head office

#### Godrej Infotech Ltd.

Plant 10, Pirojshanagar,  
Vikhroli (West),  
Mumbai- 400 079, India.  
Tel. : +91-22-67964005 / 4086 / 4087  
Fax : +91-22-25181728



email: [infotech@godrej.com](mailto:infotech@godrej.com) | [www.godrejinfotech.com](http://www.godrejinfotech.com)

