

ENGAGEMENT CASE STUDY

Customer Background

The organization was founded in 1955 in the Red Sea port-city of Jeddah as a leading wholesale electrical components distributor. Through its policy of supplying high-quality products, it has developed key partnerships with leading manufacturers of electrical components including Schneider, Legrand, GE, & Cooper. Many leading contractors regard the organization today as the benchmark for an electrical distribution company in the KSA and GCC.

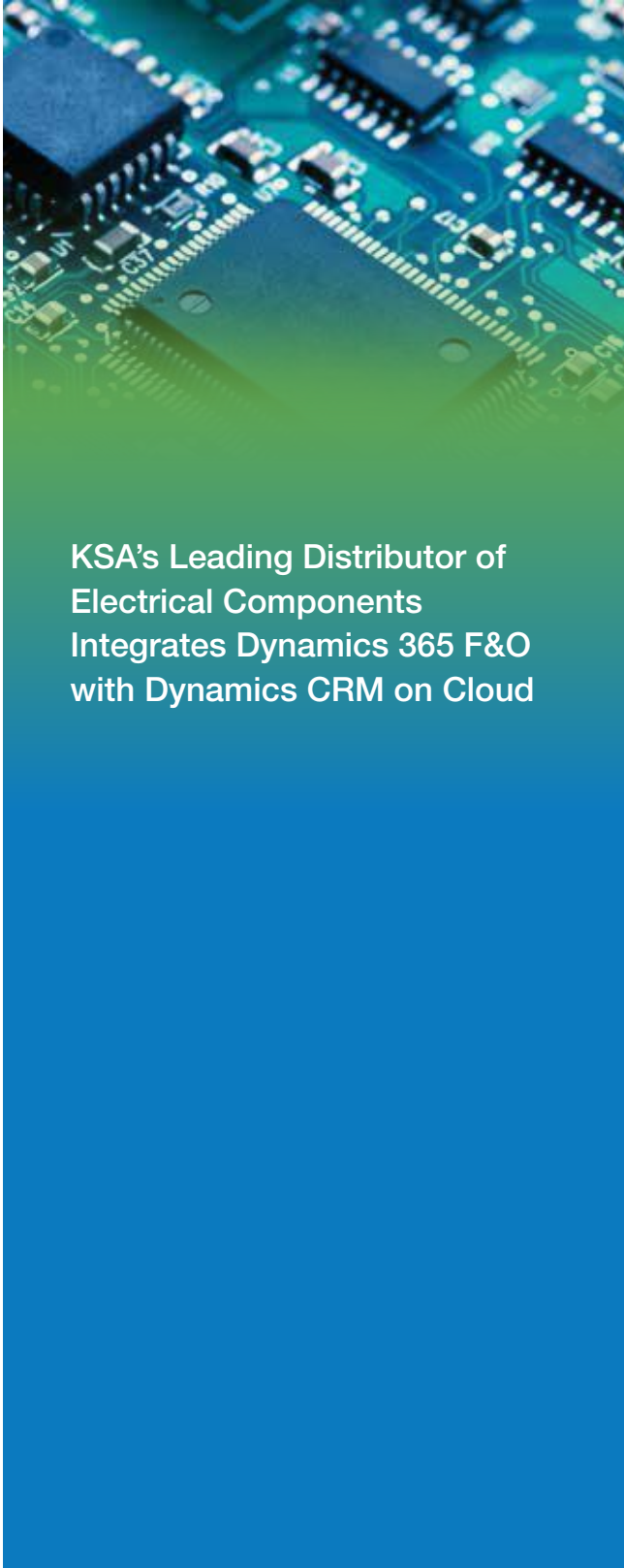
Business Case

The Customer was looking for a cloud CRM & ERP that could be accessed from anywhere. Following were the detailed requirements:

- Retail solution with loyalty, promotion, & gift card functionality
- Inter-company planning & transaction capability
- Material requirement & production planning
- Workflow in CRM & ERP
- Streamlining of manufacturing processes
- Outlet / Store related business process automation
- Inventory accounting & tracking
- Logistic process automation
- Statutory accounting & reporting
- Project quotations
- Production control and consumption

Business Solution

GITL highlighted the difference in implementation approach between GITL and other partners and highlighted key areas which were not considered. We also already had D365 implementation projects running in KSA which made an impact. Good reference from other group companies using GITL services helped us to win the deal.



**KSA's Leading Distributor of
Electrical Components
Integrates Dynamics 365 F&O
with Dynamics CRM on Cloud**

Highlights

Industry: Retail & Distribution

Project Location: Kingdom of Saudi Arabia

Engagement Since: 2018

Solution Snapshot:

- No. of Users: 167 for D365 F&O and 80 for CRM
- Enhanced Reporting based on Dimensions
- Phase-wise Implementation & Roll-out for 10+ Companies
- Integrated Single Software Solution covering ERP, CRM, Retail & Power BI
- Real time analysis of Fast/ Slow moving items

GITL suggested a practical approach of phase-wise implementation and then roll-out to other companies instead of a Big-Bang approach. As part of the solution, maximum number of processes have been mapped in the standard D365 product. Power BI has also been implemented with focus on the Retail Industry.

Modules Implemented in D365 F&O:

General Ledger	Accounts Payable
Accounts Receivable	Cash & Bank Management
Fixed Assets	Budgeting
Procurement	Sales & Marketing
Inventory & Warehouse	Production Control
Quality	Master Planning
Retail Management	Inventory & Warehouse
Service Management	Advanced Warehousing

Modules Implemented in CRM:

Customer Management	Opportunity Management
Activities Planning	Quotations
Order Management	Customer Service-Case Management
Announcements	Customer Portal
Products	Marketing Campaign
Customer Feedback	

Benefits

- Integrated CRM & ERP reduced the communication gaps and increased efficiency
- Sales person can independently monitor the customers and orders
- Approval process ensures that the sales are done within the agreed discount percentages, thus ensuring profitability
- Streamlined item creation process ensures standard item numbering
- Increase in quality compliance due to tracking of rework
- Increase in sales turnover due to store, product & SKU wise analysis of seasonal impacts & discounts given

Contact us



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About Godrej Infotech Ltd.

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.

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