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Case Study

Customer Background

The client is a growing business conglomerate with multiple companies having business interests across a number of industry segments like Food, Retail, Real Estate, Pharmaceutical, Personal and Home Care. One of the most reputed groups in Myanmar, this visionary company comprises of 13 operating entities across different verticals. The group has successfully built up a strong, extensive and multi-channel nation-wide distribution network covering more than 90% of the country.

Business Case

The most critical pain area for this organization was in managing the growing demands of its business and its customers. The IT infrastructure was laden with legacy systems that were neither integrated to give a real-time view of operations and inventory; nor were scalable enough to meet the dynamic demands of a rapidly growing organization. Issues in real-time inventory count, network connectivity, disparate systems in use and absence of a merchandising and forecasting system were some of the huge challenges being faced by this organization.

Asia's Leading Manufacturing, Retail and Distribution Organization Automates Critical Processes by Implementing Microsoft Dynamics AX

Highlights

Industry: Retail
Project Location: Myanmar
Engagement Since: 2015

Solution Snapshot:
• Menu Upload and Display in Local Language
• Customized Consignment Retail
• Management Reporting
• Integration with Third Party Systems

Modules:
• POS
• Inventory Management
• Financial Accounting
• Purchase
• Sales

Business Solution

Godrej Infotech Limited (GITL), with its deep seated expertise in ERP and CRM solutions, helped the customer automate its critical processes like Inventory Management, Order Processing, Consignment Management and Management Reporting by implementing the AX Solution Suite.

The key highlights of our solution included:

• Use of microwave technology for office to office connectivity - one of the first applications of this technology in Myanmar.

• Customized program for data transfer from legacy to Microsoft Dynamics AX System.

• A customized Kitchen Order Transaction (KOT) module was developed keeping in mind the unique requirements of the client.

• Stock Replenishment: The Master Planning functionality is used to optimize inventory and streamline stock management across stores and products.

• Integration between:
  - XPOS and AX ERP
  - Weighing Scale and AX

Challenges

There were many road blocks to building a state-of-the-art enterprise wide system for this multi-channel, multi-function organization.

• Due to lack of integrated systems, there were issues in getting real time inventory counts, inputs on slow moving items, stock and finance data.

• Network connectivity was a huge challenge - Data from HO to stores was being transferred manually.

• Without a merchandizing system in place, forecasting numbers even for the coming fiscal year was a huge issue.

Benefits

The implemented solution led to visible improvement in productivity with an estimated 40% increase in inventory efficiency, 90% accuracy in sales and financial data and a jump of 50% in the workforce output. Other significant benefits are:

• Easy end-user system adoption due to training sessions conducted using training facilitators that were familiar with both English and Burmese.

• Legacy systems have been successfully de-commissioned post this implementation.

• Manual transfers and data processing have been streamlined by using inter-connected automated systems.

• Following critical management reports are now generated through the system:
  - Real time sales and stocks by stores
  - Profit and loss by stores and product
  - Discount type reports

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.