



Microsoft Dynamics Customer Solution Case Study



Refined Oil Manufacturer Transforms with New Business Management Solution

Overview

Country or Region: India

Industry: Refined Oil Manufacturing

Customer Profile

M K Agrotech, a refined oil manufacturing company, manufactures, markets and distributes refined sunflower oil under the brand name Sunpure.

Business Situation

M K Agrotech's disparate legacy system limited visibility into business operations and was slowing down business processes. It was not effectively integrated and did not provide reliable data. The company's goal was to integrate its financial and operations functions. It needed an enterprise solution to meet its business objectives.

Solution

To meet its business goals, M K Agrotech in conjunction with Affordable Business Solutions (ABS), implemented and customized a solution built on Microsoft® Dynamics™ NAV 4.0.

Benefits

- Enhanced platform for growth
- Streamlined accounting
- Accurate business decision making
- Streamlined business processes boost productivity

“We chose a solution based on Microsoft® Dynamics™ NAV 4.0 because we felt the solution was comprehensive, easy to use and supports our future needs to foray into the retail sector.”

Imran Khan, Director, M K Agrotech

M K Agrotech, a refined oil manufacturing company, was using legacy accounting systems to prepare financial reports, monitor inventory, and review accounts. For years, the company faced inventory and store control issues due to the infrastructure, which also disrupted the company's ability to obtain deep visibility into its operations. M K Agrotech was planning to grow its business to multiple locations and therefore wanted a flexible system to enhance management visibility, increase operational efficiencies, and enhance overall capabilities to serve its customers better. To address these challenges, the company partnered with Affordable Business Solutions (ABS), a Microsoft® Gold Certified Partner and deployed Microsoft® Dynamics™ NAV 4.0 to create a customized enterprise resource planning system that delivers real-time information to better manage inventory and vendor relationships. The solution centralized all company data, providing real-time access to accounting, inventory, and production and supply chain information.



“We were looking for a system that was flexible and scalable enough to support our fast expanding operations. Besides we needed an integrated solution that would improve operational efficiencies. Microsoft® Dynamics™ NAV 4.0 integrates our accounting, sales, purchasing, and inventory management processes into the single solution.”

Subhan Khan, Managing Director, M K Agrotech Pvt. Ltd.

Situation

Founded in 1995, M K Agrotech private limited is a pioneer in the production of refined oils. The company has 1100 TPD (tonnes per day) of solvent extraction plant and oil refinery of 150 TPD (tonnes per day). The company has a staff of about 300 employees including both office and factory. With an annual turnover of around Rs. 300 crores for the Financial Year 2007-08, the family-owned company continues to expand rapidly.

With a well established distribution network in Karnataka, India, M K Agrotech plans to target different geographies. From a single-location manufacturer, the company is looking at becoming a multi-location manufacturer. Mr. Imran Khan, Director, M K Agrotech private limited, says “With the growth of the retail market, we see the potential for branded food products. By addressing the requirements of the retail chain, we are looking at tremendous growth opportunities.”

M K Agrotech was using diverse solutions for financial accounting and inventory, because of which it was difficult to effectively integrate business processes throughout the organization. Additionally, the system was complex and difficult to manage. It was unable to control stores and inventory. The vendor and customer masters were not in place, which led to the non-availability of customer and vendor reports.

Because the existing IT infrastructure could not cope with the company's expansion plans, the management decided to evaluate other business solutions and technologies. With the company's plans for further expansion M K Agrotech wanted real-time visibility to its business to make confident and faster investment decisions. It needed a scalable business solution that was easy to

use and would process and analyze business information more effectively.

Solution

In order to integrate its various operations, M K Agrotech evaluated other Enterprise Resource Planning (ERP) solutions, including SAP. “We evaluated ERP solutions based on our Chartered Accountant's recommendation, as they were aware of the challenges which we were facing,” says Mr. M.S. Khan, Managing Director, M K Agrotech. Eventually, with the help of Microsoft® Gold Certified Partner, Affordable Business Solutions (ABS), M K Agrotech deployed Microsoft® Dynamics™ NAV 4.0.

M K Agrotech chose to deploy Microsoft Dynamics NAV 4.0 business management solution to improve visibility of its financial and business processes, and better manage accounting processes and customers. Mr. Imran Khan, Director, M K Agrotech, says “We were looking for a system that was flexible and scalable enough to support our current requirements as well as support our future expansion plans. Besides we needed an integrated solution that would improve operational efficiencies.” He adds, “Microsoft Dynamics NAV 4.0 integrates our accounting, sales, purchase, and inventory management processes into the single solution.”

As a leading provider of Microsoft Dynamics based solutions, ABS was engaged with M K Agrotech in its business transformation. “After a thorough business analysis, we identified key business processes and implemented the solution based upon those needs,” says Ravindra Kini, Founder Director, ABS. “We also educated the users, to enable faster adoption by employees.”

The new system provides the company a standardized system that can be easily managed from a single location. It helps the company automate its processes and manage business activities more effectively. Additionally, it integrates smoothly with other Microsoft products and technologies and helps employees to be more productive; give managers valuable business insight to make accurate strategic decisions, and build effective, long-term relationships with partners and customers.

With a single view of data, our managers can rely on timely and more accurate reporting, which gives users a clear insight into business performance at a glance. "With the old system, management reporting used to take 10 to 15 days after the month end," says Imran Khan, Director, M K Agrotech. "This caused much delay and impeded management's ability in making timely business investment decisions. The switch to Microsoft Dynamics has dramatically cut this time to one day."

The solution was implemented at the Srirangapatna (Karnataka) office. The implementation began in Jan 2008 and went live on 1 April 2008. The modules implemented were Finance, Sales, Purchases, and Manufacturing.

The key to the entire implementation was the flexibility of Microsoft® Dynamics™ NAV 4.0. To align the solution with the specific needs of the organization, ABS customized the solution to include Deal Registration and the Quality modules. This module helped them to register the purchase deals with unique identification numbers and track them at the gate entry at the time of receipt of materials.

Benefits

The Microsoft® Dynamics™ NAV 4.0 integrates all operations including

procurement, process manufacturing, distribution and financial accounting. It provides M K Agrotech employees with greater insight into business processes through easy-to-access information. More importantly, the integrated suite of functionalities of Dynamics NAV 4.0 proved to be a good fit for the company's business needs.

Enhanced Platform for Growth

As the business grows; Microsoft® Dynamics™ NAV 4.0 provides the flexibility to meet M K Agrotech's requirements, establishing a firm foundation for growth and expansion. M K Agrotech continues to evolve with market trends and with the implementation; it has access to higher quality of business information, which can deliver significant marketing opportunities

Streamlines Accounting, Cuts Losses by 20% Percent

M K Agrotech has streamlined its accounting and financial processes. Potential areas of revenue and margin loss have been reduced with new, automated checks and balances. Most of the processes have been captured in the system without compromising on the traditional methods of checks and balances maintained manually.

Precise Business Decisions Based on Accurate Information

Microsoft® Dynamics™ NAV 4.0 provides managers easy access to current and correct information, which improves data visibility thus improving decision-making across the company. "The solution provides access to real-time information, which helps us to get a clear view of our business activities and make the best possible management decisions," says Mr. Murugesh, Financial Advisor, M K Agrotech.

Boosts Productivity by 15% Percent

For More Information

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For more information about M K Agrotech Pvt. Ltd. products and services, call +91-8236-252022

For more information about Affordable Business Solutions Pvt. Ltd. products and services, call +91-80-42 457 457 or visit the Web site at: www.abs.in

Microsoft® Dynamics™ NAV 4.0 is the backbone for managing all financial processes. All orders flow through Dynamics NAV, which holds all product information and acts as the central data source. Says Imran Khan, Director, M K Agrotech. "Integrated, easy-to-use technology has increased productivity of workers and has also helped maintain focus on customer and business requirements."

About Affordable Business Solutions Pvt. Ltd.

Affordable Business Solutions (ABS) Pvt. Ltd. offers a suite of business solutions addressing various industry verticals through an S+S model, offering affordable solutions to the growing SME segment in India. ABS also offers consultancy services in the areas of strategic business planning, business process consulting and business analytics. In the area of education, in addition to IT Usage and administration, ABS's Center for Functional excellence (CFE) offers education and skills upgrading courses for various functions like sales, materials management, finance and accounting or production planning, targeted at employees and executives of Indian SMEs. From 50 percent of its revenue on services, ABS expects its services business to grow and account for 90 percent of total revenue within 5 years – primarily because ABS expects its software resale business would transform into S+S services.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV 4.0

Hardware

- IBM Xeon Server

Partner

- Affordable Business Solutions Pvt. Ltd.