

CASE STUDY SNAPSHOT

CHALLENGES AND OPPORTUNITIES

- Lack of real-time information, making it difficult to plan for the future
- No integration between various locations and facilities
- No integration between production processes and inventory management
- Inability to monitor their production operations and equipment efficiency
- Inadequate control over issues of raw materials to the shop floor

OBJECTIVES

- Improve inventory management, streamline manufacturing and reduce inventory costs
- Track stock received and issued from the store
- Maintain excise registers, tracking forms and other statutory requirements online with minimal efforts
- Track quotations made to the customers (commercial/technical/price bids), raw material consumptions

IMPLEMENTATION HIGHLIGHTS

- Quick implementation time of 4 months
- Comprehensive, integrated online system
- Attributes that cover all operations at all locations
 - No IT infrastructure expenditure
- Easy scalability—users can be added and incorporated in the business process based on increased project activity within a day's notice
- Disaster recovery and maintenance, which is part of every Ramco OnDemand ERP model
 - Integrated support, product updates, and upgrades
 - Online financial statements and cash flow projections

EXISTING ENVIRONMENT

Basic ERP module and financial accounting software

BENEFITS

- Plan purchase and productions based on the forecast of their previous year sales, and simultaneously calculate actual cost incurred for production
- Efficient tracking of customer quotations—commercial, technical & price bids
- Enhanced production monitoring and control
 - Better inventory tracking and control
- Streamlined transaction systems across the organization
- Efficient tracking of day-to-day billing (invoices), receivables and sales
- Effective handling of account payables and customer retentions

WHY RODE?

- Pay-per-use feature
- Downgrade or upgrade as per requirements
- Quick implementation time
- Open to customization
 - Affordability

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WORLD CLASS SOFTWARE

RODE lights the road ahead for Electrica Engineers

Company Name: Electrica Engineers

Headquarters: Navi Mumbai & Manufacturing Plant in Pune

Industry: Interior and exterior automotive lighting

Products and Services: Automotive lighting systems, switches, moulded parts

Website: <http://www.electricaIndia.com/>

ABOUT ELECTRICA GROUP

A man is known by the company he keeps. The same principle holds good for a company as well. A company with an impressive clientele is completely justified in ‘dropping names’ with pride, because after all, is it not a testimony to their excellence?

A good company always travels A class—in the same league as other leaders! However, being associated with big names comes with its challenges, the greatest being adherence to high quality standards.

Lighting the way for its clients

As a manufacturer and supplier of automotive lighting systems and electrical components to some of the automotive industry’s biggest names like Volvo, Tata Motors, Mahindra and Fiat, every day in the life of Electrica Engineers is fraught with responsibilities. The company is regarded as a pioneer in the industry; their forward looking products and future-oriented systems have added immense value to their clients, besides setting a benchmark for the industry.

“When we started in 1993, we were only manufacturing switches,” says Mr. Damle. “But over the last eighteen odd years, we have diversified. Today, we are best known for our innovative, environment-friendly lighting solutions which add to active safety and driving comfort, and gives more freedom in optimizing vehicle architecture and design.”

In 2008, it was nominated as single source for the roof lamp for the prestigious NANO car project. The company has also been the first Indian company to develop LED third stop lamp and to develop the LED side repeater in outer mirror. One of the company’s strengths lies in its ability to meet customer demands through an intelligent network strategy with suppliers and subcontractors.

THE BUSINESS CHALLENGE

When the lights threatened to dim

The company has three facilities in Rabale, Badlapur and Talegaon. Sources of demand are typically customer orders/OEM schedules, and the supply is generated via manufacturing/subcontracting processes. Mixed mode manufacturing practices are also followed, as is in house subcontracting.

For many years, the company had been using a very basic ERP module and a popular financial software. While this automated their basic inventory, excise and accounting processes, it did nothing more. Suddenly, the company found itself in three different places. Running the software parallelly in three different offices was not helping them in the least since there was no way to integrate these processes.

Will real-time information please speak up?

With accounts, inventory and production details at different places, the company found that they could

not get details on crucial aspects like which stocks were depleted, which stocks were to be replenished, the production cycle of a particular component, and so on. Moreover, it was not possible to get information about the other facilities.

There was only basic integration between accounts and inventory. Often, while trying to keep a tab on inventory, they found that production data had not been taken into account, and the figures were therefore arbitrary. What they required was a software that would function with intelligence and equip them with deeper insight into the business processes and light the way forward.

THE RODE SOLUTION

RODE steps in to save the day

The company decided that they needed a new generation ERP to improve their operations and business efficiency. After several enquiries, they decided to implement Ramco’s on-premise solution.

“The on-premise solution was powerful and had plenty of scope to be customized. However, when they reviewed RODE, they felt it would be much more to their advantage, since it was an online solution enabling anytime-anywhere access. They would also not have to make huge investments on IT infrastructure and staff,” says Parag Nagwekar, manager - Projects.

Customization was also a distinct possibility with Ramco’s EDK and PDK kit.

Life with RODE

After the decision to implement RODE was taken, the company was able to go live in less than 12 weeks. Simultaneously, they were also provided with module-wise training. Depending upon their role within the organization, Ramco gave the users customized screens.

“Training in the form of hand-holding and support is an on-going process. We make several improvements and fine-tune our offerings often, so we have to intimate our customers about new features and applications,” says Parag.

RODE has helped the company draw all their disparate processes together, giving them instant access to information and valuable insights into their business. After opting for RODE, they have been able to efficiently manage invoicing, accounting and material management, prepare consolidated cash flow reports, consumption reports, item-wise profitability report and separate the profitability statement for various parties. It has also been able to keep track of the work orders on a daily basis.

“The Ramco OnDemand ERP solution has kept up to our expectations of benefiting from a new generation ERP to its fullest, keeping in mind the organizational goals in focus. We are happy about the informed decision we made in opting for RODE.

Can RODE do it for you?

Of course it can! After all, the cloud is the limit! To find out more on how RODE can be stretched (or shrunk) to answer your need, call **1800 425 6667**.