

# CASE STUDY

## RODE Transforms a Hose Pipes Manufacturer

Company Name: A Hose Pipes Manufacturer  
Headquarters: Salem, Tamil Nadu  
Industry: Manufacturing  
Products and Services: Multi-purpose hose pipes

## ABOUT THE COMPANY

Established in 1990, this Tamil Nadu-based hose pipes manufacturer produces wide range of hose pipes for irrigation, water management, sewage disposal system, water distribution, chemical and construction industries. The company was incorporated at Salem in Tamil Nadu, and has been successfully manufacturing and marketing its products under different brand names that have gained tremendous popularity.

The company has well managed ultra modern production facilities located at Salem (Tamil Nadu) and Hyderabad (Andhra Pradesh). To ensure prompt and quick delivery to its customer locations, the company also services customers and markets products from its depots at Chennai, Bangalore and Vijayawada. Owing to its quality products, the company has now emerged as a leader in the South Indian hose manufacturing market.

The company has been growing steadily since its inception and has been adding products and markets to its repertoire on a regular basis. However, for any business of the size, diversity and complexity of this company, it becomes critical to ensure that it has a system that integrates the business processes, locations and data generated at various sources, end-to-end. Else, the challenges emanating as a consequence of expanded operations can begin to slowly, but surely, affect the business efficiency of people and processes. Somewhat similar was the scenario at the company till it adopted an integrated and comprehensive online ERP system to tie the loose ends of the business.

## PROBLEMS THAT WARRANTED QUICK CURE

The company was facing several issues due to its disparate set up. It was difficult for them to keep track of the inventory as its goods are sold across states. Apart from this, there were challenges related to computation of taxes and duties, as applicable in various states. An effective method was required to effectively handle centralized procurement and decentralized receipts' transactions, and also analyze profitability of product lines. Due to these issues, there was no way to monitor the operations of the geographically distributed depots.

The company management could clearly view the need for business software that could provide a dashboard view of the company operations. Despite this, to have the much required IT system in place wasn't an easy decision as it was difficult to allocate funds for investing in IT.

After careful deliberation, the management decided that it could not opt for building a software system, in-house, as the company lacked the core competency in software development, for which lot of IT resources are also required. Hence, they decided to search for a system which was tested and proven in the market and would address all its business challenges, but quickly. In a nutshell, the company wanted an efficient ERP system to suit their geographically distributed business operations and projected growth.

## ERP ON CLOUD: A PERFECT FIT!

Since the budget for IT spend was limited, the company wanted to implement a cost-effective solution. However, this was easier said than done. During the evaluation process, the company screened several ERP vendors, including Ramco Systems, to ascertain the solution's and vendor's fitment. It was during this process that the management realized that it would be easy to find a quick cure to its existing problems if it opted for a SaaS-based ERP solution, which would not only be quick to implement, address its business issues, comprehensively, but will also render multiple other benefits, such as 24/7 access to business operations (due to accessibility of the ERP over the Internet). Considering these requirements, the decision swayed in favor of Ramco OnDemand ERP (RODE), Ramco System's cloud/Internet based offering. Apart from this, the startlingly less implementation time frame required for going live with the system and the credibility and expertise of Ramco in the field of ERP were a few other factors that firmed the company's decision in favour of RODE.

The business modules that the company opted for include: General Ledger, Inventory Management, Payable Management, Receivables Management, Purchase, Sales & Shipping, CRM/Sales Opportunities, Management Information System and Discrete Production.

## RODE: BEFORE AND AFTER

The company is happy with the choice it made by adopting RODE. The system has enabled the management to view business operations, online, anytime, and from anywhere. This has brought about a huge shift in the efficiency and productivity levels in the organization on the whole. Managers are able to exercise end-to-end control over operations and functions, such as inventory planning. This has helped in drastically reducing lead time in delivery of products to its customers. Since real-time data is available in the form of structured reports, such as product - wise profitability reports, it has become possible for senior managers to analyze this meaningful data generated out of the ERP system and make informed decisions.

Another benefit has come in the form of streamlined traceability of financial transactions. It has become possible for the company to better manage obligations

related to statutory tax compliance. Access to online financial statements and cash flow projections has resulted in cost control across departments and locations.

What's more, the company is no longer worried about data security and recovery of data in case of any disaster as business continuity and utmost security of data as per international security standards is guaranteed by Ramco. Beyond all, the visibility and control over operations that RODE has delivered as value proposition to the company has empowered the company to focus on its core operations with renewed vigor in a lot more organized way.

## CAN RAMCO DO IT FOR YOU?

Of course it can! To find out more on how RAMCO can be stretched (or shrunk) to answer your need, call **1800 425 6667**.



# QUICK FACTS

## CHALLENGES & OPPORTUNITIES

- No system for inventory planning, resulting in difficulty in tracking movement of items across departments and depots
- Managing the taxation computations related to imports and exports was a pain
- Comprehensive, integrated online solution covering all business domains

## IMPLEMENTATION HIGHLIGHTS

Quick Go-Live; all branches were operational with Ramco OnDemand ERP (RODE) within few weeks

## WHY RAMCO'S SOLUTION?

- Pay-per-use model, which gives control to scale up or down the ERP usage, in the hands of the customer
- Quick implementation time
  - Open to customization
- Easy scalability; users and branches can be added and incorporated in the business process within a day
  - Disaster recovery and maintenance offered as part of the solution deliverables by Ramco

## EXISTING ENVIRONMENT

Disparate processes, where information existed in silos

## OBJECTIVES

- To have a comprehensive, integrated, online solution covering all business domains that:
  - Improves data accuracy
- Facilitates quicker availability of data
- Provides decision-making support to the management
- Improves operational efficiency and control of sales personnel

## BENEFITS

- End-to-end control over business operations and functions such as inventory planning
- Availability of product - wise profitability reports
- Improved traceability of financial transactions
  - Better management of statutory taxes
- Reduced lead time in delivery to customers
  - No IT infrastructure expenditure
- Online financial statements and cash flow projections enabling cost control
  - Anytime, anywhere access to business operations and data

Global office locations:

**India**

Corporate Office  
Ramco Systems Ltd.  
64, Sardar Patel Road  
Taramani, Chennai - 600 113, India  
Tel: +91 44 2235 4510 / 3090 4000  
Toll-free: +1800 425 6667  
e-mail: contactramco@ramco.com

**North America**

Ramco Systems Corp.  
Crossroads Corporate Center  
3150, Brunswick Pike, Suite 130  
Lawrenceville, NJ 08648  
Tel: +1 609 620 4800  
Fax: +1 609 620 4860  
Toll-free: +1 800 472 6261  
e-mail: info-us@ramco.com

**Canada**

Ramco Systems Canada Inc.  
World Exchange Plaza  
45, O'Connor St., Suite 1150  
Ottawa, Ontario, Canada. K1P 1A4  
e-mail: info-us@ramco.com

**Europe**

Switzerland  
Ramco Systems Ltd.  
Lange Gasse 90, Postfach  
CH - 4020, Basel  
Switzerland  
Tel: +41 61 205 2525/2509  
Fax: +41 61 205 2590  
e-mail: info@ramco.ch

United Kingdom  
Ramco Systems Ltd.  
Exchange House  
494, Midsummer Boulevard  
Central Milton Keynes MK9 2EA  
United Kingdom  
Tel: +44 1908 255 989  
Fax: +44 1908 255 589  
Mobile: +78 81911231

Germany  
Ramco Systems Ltd.  
Lyoner Strasse 14 60528  
Frankfurt am Main Germany  
Tel: +49 069 6655 4485  
Fax: +49 069 6655 4100

**South Africa**

RSL Enterprise Solutions (Pty) Ltd.  
No. 5, Walnut Road  
2nd Floor, SmartXchange Building  
PO No. 1228, Durban - 4000  
South Africa  
Tel: +27 31 304 0911, 0918, 0928  
Fax: +27 31 304 3499

**ASEAN**

Malaysia  
Ramco Systems Sdn Bhd  
3 B - 15 - 7, Level 15 Block 3 B  
Plaza Sentral, Jalan Stesen Sentral 5  
Kuala Lumpur 50470  
Tel: +603 2260 3978 / 4978  
Fax: +6 03 2260 1978

Singapore  
Ramco Systems Pte. Ltd.  
10, Eunoz Road 8  
#13-06, Singapore Post Centre  
Singapore - 408 600  
Tel: +65 6743 1513  
Fax: +65 6743 1514

**Middle East & North Africa**

Dubai  
Ramco Systems Ltd.  
Suite 205, 2nd Floor, BT Building  
EIB-4, Dubai Internet City  
PO Box 500235, Dubai, UAE  
Tel: +971 4 3636784  
Fax: +971 4 3636785

Dubai  
Ramco Systems FZ LLC.  
Office No.111, Building No. EIB-04  
Dubai Internet City, Dubai

Sudan  
RSL Software Company Limited  
House number 306, Second Floor  
Block 21, Riyadh, Khartoum, Sudan

**Contact Office**

Abu Dhabi  
Ramco Systems Ltd.  
CERT Technology Park  
Block D - 15, Muroor Road  
Al Saada Street Junction  
PO Box 37973  
Abu Dhabi, UAE  
Tel: +971 2 4048642  
Fax: +971 2 4462050

**ramco**

For more information, you can e-mail us at [contact@ramco.com](mailto:contact@ramco.com) or visit us at [www.ramco.com](http://www.ramco.com)

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