

# How Direction Software LLP helped a leading Maritime Solutions provider gain better business visibility with **Microsoft Dynamics NAV**



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## The Client

A noted defence technology and maritime solutions provider based in Navi Mumbai, the client designs a robust portfolio of electronic sensors and processing systems for commercial maritime and government projects. With more than 400 employees and annual revenue of more than USD 30 million, the client, since its inception in 1978, has remained laser-focused on its goal to offer mission-critical solutions to a wide base of customers. That explains why the firm has delivered and commissioned state-of-the-art technology systems including nationwide AIS networks, multi-site VATMS, and VSAT communication systems on 154 Indian Navy vessels.

## How the firm's road to success was dotted with challenges

Forward-thinking firms are continuously looking for ways to improve the efficiency of their business operations. Efficient business processes help a company to do away with manual administrative tasks, cut down operating costs and save time as well as resources. The client was facing a similar situation with manual processes taking a toll on the company's productivity and profitability. Due to lack of an integrated system, the existing resources were unable to focus completely on the core business activities. Clearly, the client was unable to get on a higher growth curve.

Here's a closer look at the varied challenges faced by the firm:

### Lack of a consolidated view of transactions:

Multiple departments on the client's premises were using traditional and multiple systems such as Tally, document templates, etc. to manage their accounts, inventory, etc. Due to disparity in the system and scattered information, the client was unable to get a holistic view of customer data and transactions. This resulted in loss of productivity, revenue, time and also reduced sales effectiveness. The maritime solutions provider was not able to deliver differentiated services to its customers.

### Inefficient inventory management:

Inventory management is a critical component of the client's operations. However, the inventory was handled manually which became tedious and time-consuming affair, thereby restricting the company's growth. Moreover, the logistics department was completely dependent on spreadsheets (excel) for maintaining the inventory—which was a quite a cumbersome task.

### Delay in invoice generation:

Manual billing processes proved to be a major challenge for the client as this led to a considerable delay in invoice generation. Inefficiencies in manual invoicing resulted in the cash flow getting impacted and there was an increased pressure on the working capital.

## Executive Summary

### Client

A leading provider of defence and maritime technology solutions.  
Employees: 400+ Annual revenue: More than USD 30 million.

### The Challenge

Lack of integrated and automated solution for multiple processes like MIS reporting, logistics management and invoice generation etc.

### The Solution

Microsoft Dynamics Navision 2009 SP1- A ERP solution helped the firm to automate the disintegrated business processes.

### Technology used

- Microsoft Dynamics Navision 2009 SP1
- Jet Reports (BI)
- SQL Server 2012

### Benefits

- Automation of multiple processes of the firm
- Efficient and fast MIS reporting
- Ability to generate invoices quickly
- Effective tax calculation

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## Delay in MIS reports preparation:

Management information system (MIS) reports are essential for analyzing different aspects of a business. As the MIS reports were prepared outside the system, the entire process got extremely slow and this in turn, hampered the working of the firm. The company felt the need of a holistic solution that would help it overcome the roadblocks and improve the current business processes.

## The Switch to ERP Changed Things for the Client

The firm made a decision to go for a scalable integrated ERP solution that could be rapidly deployed. With these requirements in mind, the firm sought Direction Software LLP's expertise to evaluate gap analysis of the current business process and resolve the bottlenecks. With its proven expertise, Direction Software LLP did a complete analysis of their requirements and provided a consolidated solution packed with various technologies such as:

- Microsoft Dynamics Navision 2009 SP1.
- Jet Reports (Business Intelligence reporting software).
- SQL Server 2012.

The implementation of the solution was carried in multiple departments starting from finance, logistics, services and ultimately sales and marketing.

## How the New ERP Solution Helped

- The system was able to automate all manual-related work across departments.
- Taxation related calculations were carried out in a quick manner and without any error.
- There was facility to record each quotation, order and enquiry into the system. This allowed management to generate different reports including prediction of sales, ABC analysis, budgeted v/s actual sales and the top 10 customers to name a few.
- MIS reporting was performed using Jet reports.

## The Impact: Remarkable business benefits

With Direction's integrated ERP solution, the firm was able to reduce manual interventions and achieve greater efficiency in its business processes. Here's a closer look at the benefits derived by the client:

- With automation of every process, the firm was able to become paperless.
- The company was able to allocate resources effectively throughout every department and process.
- The firm was able to raise invoices quickly.

- The inventory management became efficient and simple.
- Information was instantly provided by service management that ensured that decisions were taken by the organization as the earliest.
- The firm was able to prepare MIS reports at one go.

With the scalable ERP solution, the client has surely taken a big leap towards streamlining its existing processes and gain better visibility in its business processes.

## About Direction

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction is fully equipped with state-of-the-art infrastructure and networked with redundant 6 MBPS dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.