readers

Integrated ERP Solution Boosts Efficiency

Overview

Country or Region: India
Industry: Retail
Industry Size: Medium

Customer Profile

READERS is one of the largest sellers of office products and services in India, established in 2007, in Hyderabad in India. Provides a comprehensive Regional fulfillment solution through in-house distribution and warehousing capabilities. Readers have Retail Stores in strategic locations and corporate & Educational Institutions.

Business Situation

Readers was using Excel for Financial Accounting and Fusion Retail solutions for all its business requirements, these were unable to address the complex demands of retail industry requirements, already distressed with the inefficiencies of previous solution. They wanted the solution that can meet its unique current requirements and simultaneously can foresee Readers upcoming needs.

Solution

With the help of Microsoft® Gold Certified Partner, B2B Software Technologies, Readers implemented Microsoft® Dynamics™ NAV 2009 SP1 with Ls Retail to enhance efficiency, reporting system and streamline all its processes.

Benefits

- Environment for growth
- NAV with LS Retail – a leading retail solution
- Effective control over Inventory
- Effective control over organization Cash Flow
- Discipline in the Organization

"Microsoft® Dynamics™ NAV 4.0 facilitates manufacturing, production, planning, and scheduling to be more efficient. Superior inventory control is followed by the control over wastage."

P Krishna Kishore Reddy, Director, Readers Store India Pvt Ltd

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Microsoft Dynamics

Situation

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Solution

Readers evaluated various ERP solutions available in the market before replacing the existing ERP solution. It looked for the one that can meet its unique current requirements and simultaneously can foresee Readers upcoming needs. The solution should have the scope to scale and adapt itself accordingly in future. , already distressed with the inefficiencies of previous solution, wanted the solution provider to be proficient and knowledgeable.

It approached B2B Software Technologies, a Microsoft® Certified Partner for the implementation of Microsoft® Dynamics™ NAV 2009 SP! With Ls Retail. "We decided to work with B2B Software Technologies as the team seemed very enthused, well-informed and willing to take up challenges. And it proved to be a trusted partner with consultative and proactive approach towards the whole implementation," states Mr. P. Krishna Kishore Reddy, Director, Readers.

B2B Software Technologies customized the Microsoft® Dynamics™ NAV 4.0 solution to match Reader's operations and added new modules to enhance the functionality. The solution was customized to meet the functional requirements of the company. It takes care of data transmission from various Stores to Central warehouse

"Microsoft® Dynamics™ NAV 2009 presents the complete dashboard which is one of our prime requirements. Besides it seamlessly integrates with the existing systems and fuels productivity," says Mr. P. Krishna Kishore Reddy, Director, Readers. The solution helps to meet the company's increasingly growing business demands, streamlines all the business processes and improves collaboration among departments.

> "When we took the decision in 2010, our turnover was INR 0.50 Billions, but today it's around 16 time that amount, yet we've hardly had to increase manpower or cost in administration. All things considered we could never have had this growth without the software solution we have today"
>
> P. Krishna Kishore Reddy, Readers Store India Pvt Ltd.

Benefits

Microsoft® Dynamics™ 2009 SP1 is a comprehensive business solution that gives flexibility to adapt to new opportunities and growth. It is ideal for SMEs and presents easy access to information, improves company's agility and enhances reporting capabilities. It drives people to be more effective and contribute more to the profitability of the organization.

Improves Financial Management

Microsoft® Dynamics™ NAV 2009 SP1 brings greater insights into finances. It manages them with high level of efficiency with the help of the tools that give insight to direct business into competitive direction. These tools help in analysis of reports and financial information, to ascertain business performance. It also reviews financial information and make it available to the management with security enhancements to promote privacy for auditors or higher management.

Presents User Friendly Interface

Microsoft® Dynamics™ NAV 2009 SP1 with Ls Retail presents simple and user friendly interface which is simple to navigate, learn and use. Besides, it allows seamless integration with the existing applications. "We desired a solution that is easy to use and provides security for future. Microsoft® Dynamics™ NAV 2009 fulfills the conditions. The data is displayed on a dashboard and is easily accessible to all the authorized staff," explains Mr. Jagan Mohan Reddy, Readers.

Enhances Efficiency

Microsoft® Dynamics™ NAV 2009 SP1 with Ls Retail has brought efficiency to customer and employee chain. It provides better Transparency across all the departments and optimizes the efficiency of staff. Hence the employees are more responsible and accountable

"It constantly monitors the key performance areas and any issue is immediately notified to the concerned department to take corrective action before it becomes a problem," says Mr. Ravi Shankar Readers.

The system has created a lot of peace of mind and greatly reduced the pressure on the staff. "Following the introduction of Microsoft® Dynamics™ NAV 2009 SP1 with Ls retail, all customer information throughout the company is integrated and held centrally in the system," says Mr. Jagan Mohan Reddy, sales Manager, Readers. "As a result, productivity and efficiency has improved dramatically

Enhances Reporting system

Microsoft® Dynamics™ NAV 2009 SP1 with Ls Retail allows efficient and improved reports. It provides tools which help in the analysis of reports and the detailed reports provide drill down view.

In addition, the solution has improved vendor management drastically. There is better control between the company and the vendor.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about B2B Software Technologies products and services, call (91) (40) 23372522 or visit the Web site at: www.b2bsoftech.com

For more information about Readers products and services, call +(91)-40-64602868 or visit the Web site at: www.readers.in

About B2B Software Technologies

B2B Software Technologies was founded in 1997 by a trio of Atlanta-based software experts. These software experts shared a vision to create a professional services company devoted to helping companies improve their operations through the innovative use of Internet technology. Initially, the company concentrated on providing supply chain and e-commerce solutions for manufacturing companies. Over time, B2B amassed significant expertise into financial services and education. B2B Software Technologies leverages its business acumen and technology expertise to create and deliver solutions that work as promised, delivering bottom-line value to the companies and organizations that use them. As a result of the founders' laser focus on customer satisfaction, B2B Software Technologies has seen revenues grow by over 500 percent during the last five years, while maintaining a 100 percent customer satisfaction record.

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

- Windows Server System
  - Microsoft SQL server 2008
  - Microsoft Windows Server 2008
- Microsoft Dynamics
  - Microsoft Dynamics NAV 2009 SP1 with Ls Retail.

Partner

- B2B Software Technologies

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