



Microsoft Dynamics Customer Solution Case Study



Integrated ERP Solution Boosts Efficiency

Overview

Country or Region: India

Industry: Pharmaceutical Manufacturing

Customer Profile

Established in 2001, Windlas Biotech Limited specializes in supplying ready-to-compress granules of all pharmaceutical raw materials, herbal and aromatic extracts and formulations along with several essential oils.

Business Situation

Windlas Biotech was using disparate set of applications which were not integrated. To streamline operations, it desired a single comprehensive, robust and integrated solution.

Solution

With the help of Microsoft® Gold Certified Partner, B2B Software Technologies, Windlas Biotech implemented Microsoft® Dynamics™ NAV 4.0 to streamline operations, control inventory and manage finances.

Benefits

- Streamlines business processes and boosts efficiency
- Facilitates online reporting
- Enhances customers' satisfaction
- Integrates operations
- Optimizes financial operations

“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.”

Manoj Windlass, Executive Director, Windlas Biotech Ltd.

Based in Dehradun, Windlas Biotech Limited is engaged in the formulation of various pharmaceutical products at its state of the art World Health Organization-Good Manufacturing Practices (WHO-GMP) and ISO 9001:2000 certified pharmaceutical manufacturing plant. It exports its formulations to African, Commonwealth Independent States (CIS), and South-East Asian countries. With a workforce of more than 210 skilled workers, the company's annual turnover in the financial year 2007-2008 was U.S.\$ 16.4 million. The company was using different customized applications for various purposes. Since these applications did not integrate, the company faced planning and production issues. To streamline production, planning, scheduling, and to automate processes, Windlas Biotech worked with Microsoft® Gold Certified Partner, B2B Software Technologies for deploying Microsoft® Dynamics™ NAV 4.0. The solution integrated the entire system, improved data flow and enhanced overall business practices at Windlas Biotech.

Situation

Situated in Dehradun, Uttarakhand, Windlas Biotech Limited is a wholly owned subsidiary of the reputed Windlass Group of Companies. Established in 2001, it is one of the leading business ventures of the Windlass group in the field of pharmaceutical formulations. It has a well-trained team, state of art facilities, and product quality that meet international standards. The company has a vast generic range of products to cater to the international government tenders, institutional and pharmacies chains network purchases worldwide. It manufactures tablets, capsules, liquid orals, and injections, among other drug products. It offers contract manufacturing for selected leading pharmaceutical companies to utilize the bulk of its excess capacities.

Windlas Biotech, an ISO 9001:2000 certified company, has many well-known multinational pharmaceutical companies as its valued customers. Its workforce comprises of 210 skilled workers who work altruistically for the company. The annual turnover of the company in the financial year 2007-2008 was U.S.\$ 16.4 million (INR 80 crores).

At Windlas Biotech, every department used a different customized application to fulfill its management and operational functions. An Oracle based application was used for inventory, sales and purchases, whereas a Tally based accounting package was used for all its financial activities. Managing data from disparate applications and consolidating it into one place was a lethargic process. There was data redundancy as well as errors and inaccuracies. The legacy system did not cater to all needs of the company due to lack of integration between its multiple processes.

“We were unable to track our inventory efficiently; this was affecting our production and customers. Since there was no centralized control for inventory, manufacturing, and accounts, we desired to go for an ERP solution with central data repository to manage all the business operations smoothly,” explains Roshan Mon, Head-IT, Windlas Biotech Ltd.

Management at Windlas Biotech desired a single and comprehensive solution to integrate all the processes of the company. It wanted to ensure better control over focal areas and eliminate process lapses. The company wanted to get rid of all the manual processes and provide real time information to the enterprise all the time. “We wanted a solution that would equip everybody with updated information and also provide an online reporting system, so that executives and managers can update and generate reports from anywhere, and geographical locations do not become a constraint,” says Roshan Mon.

Solution

In order to overcome these challenges, Windlas Biotech considered various solutions offered by Microsoft, PeopleSoft, and Ramco. However, after analyzing all the pros and cons of the solutions, it settled for Microsoft® Dynamics™ NAV 4.0. To implement the same, it approached B2B Software Technologies, a Microsoft® Gold Certified Partner.

“We favored Microsoft over all other brands because Microsoft has been our partner,” says Roshan Mon. “All its products are part of our company and are assets which boost and speed up our business process thus leading to higher benefits. It best suits the requirements of our company.” He adds, “Moreover it is easy to use, cost effective and provides lots of features. The support from

“Our business focus has drastically improved for better after the implementation of the solution. Microsoft® Dynamics™ NAV 4.0 has a modular design so people can easily use the functionality required to meet the evolving needs of the business. With streamlined practices, we have observed an improvement in the overall satisfaction of employees which in turn has increased our retention rates.”

Manoj Windlass, Executive Director, Windlas Biotech Ltd.

the partners is incredible and the solution can adapt as per the future needs of our company.”

B2B functional team made a business process study at Windlas Biotech. The team interacted with the users to develop an understanding of their requirements in detail. After finalizing the requirements, it was meticulously designed and developed after testing. The implementation started in October 2006. Due care was taken to keep things as per schedule reaching the milestones in the stipulated time frame. The solution went live by January 2007 as forecasted by B2B. The solution was deployed at its only location in Dehradun. The modules implemented were, Finance, Inventory, Sales, Purchase, and Manufacturing.

The solution required customization in order to meet the essential critical processes followed at Windlas Biotech. Hence, B2B LIFT was deployed on Dynamics™ NAV 4.0. B2B LIFT is a comprehensive life sciences software product built on Microsoft Dynamics NAV. The vertical B2B LIFT fits the pharma requirements of the company by around 80 percent. The vertical addresses almost all the company's requirements including the unique requirement of handling the bulk liquid manufacturing. Thus, there was no need for much customization except for report designing. The key features like production, planning, and scheduling, maximum retail price (MRP), quality control and pay roll etc. were also addressed and taken care of.

“B2B LIFT build on Dynamics™ NAV 4.0 is specific to life science industries and seeks optimum efficiency in the business processes. It ensures compliance with the stringent and exacts regulatory norms of its clients, whether WHO GMP, United States Food and Drug Administration (USFDA) or

current good manufacturing practice (cGMP),” states Manoj Windlass, Executive Director, Windlas Biotech Ltd.

Benefits

Windlas Biotech is benefitting because of the new features of Microsoft® Dynamics™ NAV 4.0. The solution boosts operation efficiency with multiple planning options, optimizes warehouse space to reduce storage cost and provides complete visibility in the processes. Real time information allows management to take better and quick decisions.

Streamlines Business Processes and Boosts Efficiency

Microsoft® Dynamics™ NAV 4.0 improves the routine business practices. The data resides in a central location easily accessible to all and thus results in faster and improved data flow. Since data is entered once, it eliminates duplication of work or inaccuracy. The solution ensures transparency in work-in-process to avoid shut downs. It streamlines operations, and increases productivity. In addition, it integrates warehouse management with the rest of the operations to reduce costs and speed order fulfillment.

Highlight of the solution is minimizing inventory. “We could get details of inventory in no time. Microsoft® Dynamics™ NAV 4.0 facilitates the manufacturing, production, planning, and scheduling to be more efficient. Superior inventory control is followed by the control over wastage,” remarks Roshan Mon.

Facilitates Online Reporting

Microsoft® Dynamics™ NAV 4.0 has improved the reporting system. Online reporting is independent of geographical location, hence reports can be generated or data can be fed anytime from anywhere. This

feature has totally eliminated paper work and duplication of work.

Enhances Customers' Satisfaction

Microsoft® Dynamics™ NAV 4.0 helps the production and planning processes to adapt the processes as per the changing customers' requirements with multiple planning options, tracking and interactive action messages. With streamlined processes and updated data, customer requirements and queries are answered instantly with the information they can count on, thus enhancing the quality of service.

"We are better equipped with the accurate information and can respond quickly to customers' queries about the order status and delivery," explains Roshan Mon.

Integrates Operations

The disparate set of applications is obsolete with the deployment of Microsoft® Dynamics™ NAV 4.0. All procedures from procurement of raw material to manufacturing to sales and distribution, and all the departments are now intricately integrated. This has resulted in enhanced collaboration and communication amongst various departments.

Optimizes Financial Operations

Microsoft® Dynamics™ NAV 4.0 enforces tighter financial control resulting in faster return on investment. It takes care of basic planning, budgeting, bookkeeping, and manages cash flow to enhance the decision making capabilities of managers. The solution provides reliable financial forecasts for strategic planning and also supports audit trails and other legal requirements. Microsoft® Dynamics™ NAV 4.0 is a branded product with low cost of ownership. It boosts operational efficiency and minimizes the total cost of producing and storing the items.

Roshan Mon concludes, "Our business focus has drastically improved for better after the implementation of the solution. Microsoft® Dynamics™ NAV 4.0 has a modular design so people can easily use the functionality required to meet the evolving needs of the business." He adds, "With streamlined practices, we have observed an improvement in the overall satisfaction of employees which in turn has increased our retention rates."

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) (040) (23372522) or visit the Web site at: www.b2bsoftech.com

For more information about Windlas Biotech Ltd. products and services, call (91) (135) (2528000) or visit the Web site at: www.windlasbiotech.com

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

- Microsoft Dynamics
 - Microsoft Dynamics NAV 4.0
- Microsoft Server Product Portfolio
 - Microsoft SQL Server 2000
 - Windows Server 2003
 - Windows Server 2008
 - Microsoft Exchange Server 2007
 - Microsoft Internet Security and Acceleration Server 2006
- Microsoft Office System
 - Microsoft Office 2007

Hardware

- Servers
 - HP DL 180 Server X 2, with Intel Xeon 3 GHz Processor with 4 GB RAM, and SAS HDD on Raid 5
 - HP ML 150 Server x 2, with Inter Xeon 3 GHz Processor with 2 GB RAM, with SCASI HDDs on Raid 0, 5
 - HP2255 Dual core Processor with 2GB RAM
- Desktops
 - AMD Sampron Processor with 512 MB RM 40 GB HDD 30 PCs
 - AMD Athlon Processor with 1 GB RM 40 GB HDD 15 PCs

Partners

- B2B Software Technologies

© 2003 Microsoft Corporation. All rights reserved. This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. Microsoft, Example: Active Directory, Windows, the Windows logo, Windows Server, and Windows Server System are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.