

The ultimate online tool for Retail and
Distribution / Trading Sector

Rujul- TyreERP

Enterprise Resource Planning
– Case Study MHKS TyreCare,
Nagpur

Om Thakur, CTO, RnR DataLex Pvt. Ltd.



RnR DataLex
IT makes sense

Infotech Tower,
IT Park, MIDC, Parsodi,
Nagpur – 440 022,
MH, India.
Phone: +91 712 645 1259.
Fax: +91 712 298 0222.
Email: info@rnrdatalex.com

Executive Summary

MHKS TyreCare
[Tyre Division]
Jaripatka, Ring Road
Nagpur, Maharashtra, India,
440022
M: +91-9823067954
Tyres, Tubes & Lubricants
Retail Sales, Distribution &
Service
No of Branches: 7
No of Users: 15-20
Mufaddal Amin
M: +91-9823067954
mufaddal@mhksgroup.com

Rujul TyreERP

- * Sales & Distribution
- * Procurement
- * Inventory
- * Finance
- * Accounting
- * CRM
- * Service
- * *Tyre Search Tools*

The Nagpur based trading company has emerged as one of the most promising supplier and distributor of Tyres, Tubes of multiple known brands and Lubricants. In its quest to become an Indian market leader of Tyre, Tubes and Lubricants distribution, the company has always focused its attention on uncompromising quality in terms of products and services, delivery and innovations to suit the requirements of the customers at the highest level.

Study

In a Trading & Distribution business, every single process in the entire value chain from sales to inventory control and procurement, and accounting to financial reporting is of prime importance. Trading businesses often operate on wafer thin margins, and all too often, the line between the good, better and best is very, very thin. The company's commitment to the needs of its customers is reinstated through its firm approach to the after sales service—an integral part of company's philosophy. The company believes in a solution-centric approach and vertical focus. Quickly realizing the need for an integrated end-to-end ERP to achieve their mission of deep market penetration, the company began its search for an ERP solution that would enable it to streamline branch operations and service its customers quickly and efficiently. Find out what made the company choose RnR's Rujul TyreERP.

Analysis

Growth seldom comes without challenges. The company had



been growing so fast that it was almost outrunning itself! However, rapid growth presented a multitude of challenges. The company's exponential growth culminated in the opening its 6th branch at Kamptee Road, Nagpur. The existing legacy system was far from sufficient to handle the increase in transaction volumes and operational expenses. Managing more than 1 branch offices spread across various geographical locations soon proved to be a phenomenal challenge.

As the company expanded its presence to over 7 branches, inventory management proved to be the biggest challenge. They soon realized that real-time data was critical to having a streamlined supply chain. Without an integrated ERP system it was difficult to plan inter branch stock-transfers from their Central Distribution Center at Jaripatka. It became near to impossible to monitor 5+ branches from the head office at Jaripatka.

The company also faced mounting challenges from its competitors. It had to reduce the lead time in order to stay ahead of increasing competition. Losing orders due to insufficient stock was out of question in such a competitive market. Also, branch-wise cost/profitability management was the need of the hour.

What the company wanted was an ERP solution which could address the burgeoning difficulties in inventory management, seamlessly integrate 5+ branches, and provide an effective decision making system for the top management.

Conclusions

Challenges

- Lack of effective inventory planning
- Difficulty in compiling information across various locations
- Need for ERP that control branch Operations from HO

OBJECTIVES

- Link disparate processes across branches to create a seamless system
- Improve data accuracy
- Quicker availability of data
- Decision support for management
- Improve operations efficient and control of branches



Implementing RnR Rujul TyreERP offered the company the opportunity to implement an end to-end ERP solution. Considering their distributed setup (with 5+ branch locations spread across Nagpur), the hosted model proved to be an ideal fit. All it required for the company to go live with the system was the Internet Broadband connectivity.

RnR's Rujul TyreERP provided the following business benefits:

For the trading firm, it was a seamless transition to RnR's Rujul TyreERP. This was possible thanks to RnR's continuous support, coupled with effective training of users. The company is now able to effectively control operations across all branches. The presence of RnR Rujul TyreERP makes the company highly scalable and future ready.

Solution

When the company wanted to implement a cost-effective and efficient ERP system to suit the company's business needs and projected growth, several ERP vendors, including RnR DataLex, were evaluated. RnR DataLex's USP was that it offered the online ERP solution.

This enabled them to effectively monitor the operations of various branches, and have a single window of information that granted them purposeful insights into their business operations.

The business modules offered includes:

- Sales & Distribution
- Procurement
- Inventory
- Service
- CRM
- Accounting
- Finance
- Tyre Search Tools
- NSD Management

Highlights

- Comprehensive, integrated online solution covering all business operations



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- Quick Go-Live
 - All 7 branches were operational within 2 weeks
 - Easy scalability and flexibility to accommodate new branches and users anytime, anywhere access:
 - Senior management can review the business 24x7

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