



# Case Study



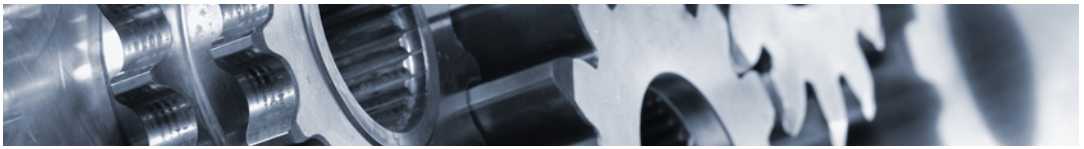
## SHARDA MOTOR INDUSTRIES LIMITED

Automotive Manufacturer Improves Inventory Control, Enhances Efficiency with Flexible ERP

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## COMPANY PROFILE

Sharda Motor Industries Limited is a fast growing automotive manufacturing company. With multiple disparate systems running across 12 manufacturing plants, it was becoming increasingly difficult for Sharda Motor to effectively manage its business. Time and resources were wasted duplicating data entry efforts, which often resulted in inaccurate data. Additionally, inventory was kept high to ensure complete orders. The company needed a flexible Enterprise Resource Planning system that could handle complex manufacturing requirements and scale to meet growing demand. After a thorough search, Sharda Motor opted to migrate to Microsoft® Dynamics™ NAV 4.0 with SP3 to enhance its business processes. Microsoft® Certified Partner, Trident Information Systems assisted the company in implementing the same. Today, the company is using Dynamics NAV to standardize its operations on a common technology platform, helping to improve inventory tracking and make more informed business decisions in real-time.

## SITUATION

Sharda Motor, a diversified, multi-product group of companies, believes in satisfying its customers by meeting their needs promptly and accurately. The company maintains the highest quality standards with state of the art manufacturing facilities with continuous focus on new product, innovation and technology up gradation. Under the dynamic leadership and vision of Mr. N.D.Relan, Chairman and Mr. Ajay Relan, the Managing Director, Sharda Motor has a successful track record and today is an industrial force to reckon within the automotive supplier industry.

With presence spread from Haridwar to Chennai, Sanand to Pune via Nashik, the company is in the process of expanding its manufacturing capabilities and technology to become the leader in automotive exhaust systems and independent front suspensions from 2010.

Sharda Motors was using Tally to manage all its core accounting and financial tasks. This legacy system was however, inept to cope with the inventory, manufacturing, and job work processes; and control them at the same time to maintain a record. It also lacked the ability to integrate and compile data in real time. Another dreary job at Sharda Motors was to maintain the detailed data from all its 12 plants spread across the country. Again, the legacy system was unable to do so. Nitin Vishnoi, Company Secretary, Sharda Motor explains, *“Until now, all our plants were using different applications for managing their operations. With these disconnected systems, we had no control over the plants leading to lack of visibility to real time information. We needed to exert more control over these so that real time updated information was always available instantly.”*

The company foresaw that these issues were posing a threat to its expansion plans. It recognized the need for a single integrated system that could be cost-effectively tailored to streamline core business functions - a system that would manage not only accounts and finance but overall business processes.

*“To overcome all the existing issues and enable smooth and efficient working of the company, we decided to streamline our workflow with a reliable Enterprise Resource Planning (ERP) solution that will tighten workflow integration, and also enhance information flow across business functions,”* says Nitin Vishnoi.



Because Microsoft Dynamics NAV provides instant access to inventory levels, we're able to plan our purchasing thus, keeping inventory to minimum. With access to real time information and increased visibility about inventory levels, we have reduced the total cost of its inventory by 3 percent.



# SOLUTION

After a thorough research and a detailed analysis of all the technology options available in the market, Sharda Motor decided to focus its software development on the Microsoft® Dynamics™ NAV platform. *“We wanted a system that was reliable, affordable, easy to use and most importantly, easily scalable to our future computing requirements,”* says Nitin Vishnoi. *“Microsoft Dynamics NAV 4.0 with SP3 matched all these requirements. It was an integrated solution and could be customized to fulfill all our requirements.”* Thus with the help of Microsoft Certified Partner, Trident Information Systems, Sharda Motor implemented Microsoft Dynamics NAV 4.0 SP3.

Apart from being rich in functionality, Microsoft Dynamics NAV 4.0 with SP3 is flexible enough to adapt to the company's changing business needs. It integrates all locations by delivering a single, real-time view into all information. This easy-to-access information provides employees with greater insight into business processes.

The solution was implemented across all locations in April 2009. The modules implemented were Finance, Sales, Purchase, Inventory, and Manufacturing.

All the standard features of the ERP system were implemented along with some unique customizations applicable to the automotive manufacturing industry. *“One of the main customization done was the Job that spans the entire company has strengthened us,”* says Nitin Vishnoi. *“The flexible technology platform prepares us to scale for future computing standards. We are now better positioned to increase operational efficiencies and ensure sustained business growth.”*

Looking ahead, Sharda Motor wants to further enhance its effectiveness by using the solution for MIS report generation. Work module. Niranjn Kumar, Technical Head – ERP, Sharda Motor explains, *“The biggest asset in implementing Dynamics NAV is its ability to adapt the system to our specific processes and this has been vital to our continued growth. Earlier we could see only one item per bill. Now with the new solution, we can see 4-5 items per bill.”*

Material is sent to vendors through Delivery Challan. The consumption is based on Delivery Challan against which vendor has sent the material and their consumption is based on actual quantity. All this activity is captured in the Job Work module.

After implementing the new business solution, various unique features are functional in the organization. Inventory planning and control are some of the most important functions that have reduced the cost.

Additionally, auto manufacturing reports are being created based on daily sales log. This automatically creates Released Production Order and their consumption for regular items thus reducing booking output times. Gate Entry and RGP module are separately developed to capture moving in and out of material. This results in smooth activity as per the company's needs.



*“The new environment resulting in a centrally managed solution customer balances, and chart of accounts at any instance, we’re able to plan our purchasing, profit loss statement, find lost making components for analysis, and keep inventory to minimum,”* says Nitin Vishnoi. *“With access to real time information and increased visibility about inventory levels, we have reduced the total cost of its inventory by 3 percent in the 1st year of complete implementation.”*



# BENEFITS

With Microsoft Dynamics NAV, Sharda Motor enjoys new business efficiencies. The solution provides real time visibility into the company's operations resulting in greater operational efficiency. The greatest benefit of the new system is the consolidation of data across its manufacturing plants.

## Allows Inventory Planning, Reduces Inventory Costs

The new ERP solution plans and controls inventory such that inventory pileups are reduced. This improves stock management as the right stock is always available whenever needed. Tight inventory management helps to increase operational efficiency across the organization and also improve customer service.

*"Because Microsoft Dynamics NAV provides instant access to inventory levels, vendors, customer balances, and chart of accounts at any instance, we're able to plan our purchasing, profit loss statement, find lost making components for analysis, and keep inventory to minimum," says Nitin Vishnoi. "With access to real time information and increased visibility about inventory levels, we have reduced the total cost of its inventory by 3 percent in the 1st year of complete implementation."*

## Enhances Visibility, Enables Faster Decision Making

A key advantage of the solution is the availability of more detailed, real-time information that is accessible to all users. With a centralized repository for all business information, the company is able to make quick decisions in a fast-paced business environment.

*Niranjan Kumar explains, "With real-time access to accurate information, our management is now assured of making smarter and better-informed decisions. The centralized database also helps us make faster decisions to better control our costs."*

## Bestows Cost-Effective and Easy to Use Solution

Sharda Motor wanted a simple solution that would be easily accepted and learnt within the organization, without adding huge capital expenditure on software and services. Microsoft Dynamics NAV provided a simple, familiar, and intuitive interface that is user friendly and is easy to train users. "The system is so easy to use that with just one day of training, our employees were ready to use it", says Nitin Vishnoi.

## Exerts Greater Control Over all Locations

The new business solution integrates all the 12 manufacturing plants. This helps the company to have total control and monitor everything from the head office. It helps to analyze and conduct sound business planning.

*Nitin Vishnoi, Sharda Motor states, "With the legacy system, we were not able to exert full control over our manufacturing plants. By the time, information reached the head office, it was old. But with the deployment of new solution, working atmosphere of the company has improved. It connects processes and information with people. The integrated and centrally controlled robust database and automated inter-company processes help employees to accomplish any task from any*



# ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

<b>CRM</b> MS D365 Sales MS D365 Marketing	<b>ERP</b> MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	<b>Internet of Things (IoT)</b> Retail Supply Chain Asset Management Fleet Management Energy Management
<b>Audit &amp; Risk Analysis</b> ACL GRC ACL Exchange ACL Analytics	<b>Business Intelligence</b> MS Power BI SPSS Qlik Sense	<b>Retail Applications</b> LS Retail D365 Retail
<b>DevOps</b> IBM Microsoft Dynatrace	<b>Mobile Apps</b> Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management	<b>Security</b> Application Security End Point Security Database Security

## Trident's Vertical Focus



Retail



Hospitality



E-Commerce



Logistics



Manufacturing



Real Estate &  
Construction



Education

## Recognitions and Awards



**'Transformative 100'** by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018



**Microsoft Dynamics President Club** winner from Microsoft for Microsoft Dynamics Navigation, Axapta & MSCRM, 2011



**Gold Certified Partner** for Microsoft Dynamics Navigation, Axapta & MSCRM



**Platinum Partnership** with LS Retail supporting clients with more than 5000 POS.



Attainment of **Premier partnership** status with IBM, 2010



**Most Innovative Partner** of the Year award from IBM, 2009.



## Strategic Alliances



## Quick Facts

**1999** Year of Establishment

**250+** No. of Employees

**300+** No. of Customers

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