


# Case Study



## BITTOO TIKKI WALA

Rapidly-growing Indian Fast Food Manufacturing and Retail BITW migrates key business processes to Microsoft Dynamics AX 2012 R3

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## CHALLENGES

BTW manufacturer of Namkeens, Sweets, Chaats, had a business where shelf life was most critical. In most cases, the product is consumed before they can claim the receivables. They had to cope with specific challenges that go beyond the stand-alone distribution and manufacturing operations. Stringencies such as expiration dates, regulatory standards and special handling are just a few of the requirements that must be met. They were facing challenges such as below:



Automatic tracking and tracing of raw materials and products at all stages of production, processing, and distribution.



Efficiently integrate Manufacturing, Financials, and Procurement to shorten product development and manufacturing times, and speed time-to-market.



To provide powerful assortment management including creation, scheduling, tracking, using n-level deep item hierarchies, and category management.



Provide for improvement in Customer Loyalty which in today's world is based on personal, relevant experiences.

## SOLUTION

Microsoft Dynamics, AX/ 365 paired with Trident's capability, helped food and beverage manufacturers overcome these challenges. The tools inherent in AX are designed to help food and beverage manufacturers meet demand, quality control and optimal inventory levels-all while maximizing profit margins.

**Sales** – Customers' forecasts can be entered, allowing you to plan your purchases in order to meet your customers' needs.

- Fully Integrated Customer Relationship Management
- Flexible pricing options
- Full pick, pack and ship functionality
- Catch weights / Lot Tracking / Pallet Tracking
- Demand Forecasting

**Production** – Food Process Manufacturing was optimised for Lots, conversions, batch sizes and recipes all convene to create an intricate formula.

- Manages Ingredients, Co-products and By-products
- Advanced Planning, Forecasting and Scheduling
- Formula Management and Security
- Loss and Yield Control Management
- Batch Production Orders for Make to Order

**Controls** – The objective of controls is to evaluate along the way, so that problems are corrected before full execution. Several features of Dynamics AX / 365 helped

- Shelf Life & Best Before Dates, First Expired/First Out support
- Produce Traceability Initiative and Case Compliant Tags
- Quality Control and Documentation
- Supports Inspection and Recall Management

# BENEFITS

Although it's still early days for BTW, Microsoft Dynamics AX is already delivering benefits and the company is confident that it now has a system to take it into the future. Being able to see where cost savings and process improvements can be made, BTW can run its business more efficiently. The business is better positioned to compete for new contracts, knowing that core cost information and margins are accurate and up to date.



Manufacture products confidently as per the current market trends



Introduce new products to market faster and cheaper than competitors



End-to-end bi-directional traceability, from the raw material to the finished product



Ensure absolute compliance to the food safety regulations



Control costs through reduced wastage, optimum material utilization & inventory management



Improve the operational efficiency of manufacturing process



Deliver safe products of superior quality at the right price and right time



Achieve highest productivity with the existing setup with "Current Good Manufacturing Practices"



Forecast sales orders and convert orders into production plan



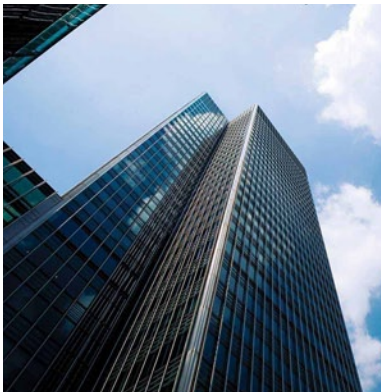
Gain customer loyalty and repeat business



Complete control of business by accessing real-time data of Production, Sales and Distribution

The history of BTW popularly known as "BittooTikkiWala" is very interesting and inspiring. In his early days at a small town of Ayodhya, Sh S R Yadav was respected as a tutor who used to give tuitions to poor students and popularly addressed as Masterji. As the turn of events, it has become

- One of the Biggest and Finest Caterers in Hospitality Segment
- Popular chain of Retail Outlets in Delhi-NCR
- Provider of Chaat Catering, Multi-Cuisine Catering, Restaurants and wide range of FMCG Products under one roof



They have a state-of-the-art infrastructure, a manufacturing unit of more than 50000 sqft and a luxury Marketing Office at Netaji Subash Place to entertain valuable clients and also setup a modern quality assurance food laboratory to ensure product quality on all different levels.

It has chain of Retail Outlets criss-crossing Delhi-NCR with more than 1200 employees directly / indirectly earning their livelihood through the venture.



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