

# Case Study



## HPCSL

Leverage Microsoft Dynamics for enhancing every facet of operations-right from ICD to Fleet Management



[tridentinfo.com](http://tridentinfo.com)



[info@tridentinfo.com](mailto:info@tridentinfo.com)





## THE CUSTOMER

Hasti Petro Chemical and Shipping provides multimodal logistics solutions across its various operational areas - rail, road, terminals and Inland Container Depots (ICD). It owns and operates a fleet of trains and over road trailers at its rail linked terminals.

Playing in the logistics business, the company's business success and growth is a factor of the visibility it has across its operations. The customers' inventory on the move at any given point of time is huge, both in volumes and value, and usually involves services rendered by more than one area of the company's operations. Thus, warranting an integrated approach. Transitioning from a distributed IT set-up to a centralized system and powered with real-time data, Hasti Petro Chemical and Shipping not only ups customer satisfaction 100% but also gives management better control over the operations.

## CHALLENGES



Hasti Petro Chemical and Shipping was dependent on stand-alone customized applications, either developed in-house or procured from local vendors, for its different areas of operations. Nor were these operations integrated across the different locations. While some processes like Gate Permit, etc. were manual.

Working in silos inhibited seamless flow of data across the organization, resulting in lack of data availability. This, in turn, meant lesser control over the operations, revenue leakages, and inability to plan ahead, proving to be a bottleneck in the way of driving future growth. "Having separate software for the different operations effectively meant that there was no unified view or integrated data available from the starting point to the last mile delivery, making tracking and future planning difficult," recalls Vivek Kunte, HPCSL. The company's finance application, Tally again not being integrated with operations systems, led to delays in raising invoices and consequently late payments. "As we were raising an invoice 15 day late we were realizing payments in 50 days. Besides, whichever bills were generated had to be manually punched into the financial system, wasting precious time," explains Mr. Vivek Kunte, HPCSL.

In fact, time is of essence in the logistics business. Ensuring on-time delivery is a crucial parameter for customer satisfaction and repeat business. This required plugging the possible sources of delay, including gate operations. "During the time between 8PM to 2AM around 250 trailers pass the gate. As the gate permits were issued manually, it took approx. 3-5 minutes per vehicle to exit," he avers. Consolidated time taken for all the trailers indicates immense productivity loss.



Inventory management too was a challenge owing to the non-integrated approach. In a yard of over 90+ acres locating a customer's container can be a big challenge like locating a needle in the haystack, and could take as long as 1-2 days, says Vivek Kunte, HPCSL. RFID would have been a viable solution for tracking, but that required first having a centralized system like an ERP in place to integrate with.



# HUNT FOR RIGHT ERP

To counter these challenges Hasti Petro Chemical and Shipping required a solution that was not only integrated, but also flexible and scalable to meet future requirements. The company decided on Mircosoft Dynamics NAV 2016 to meet this goal.

However, the journey prior to reaching the point of decision was not an easy one for the company. While on the lookout for an integrated solution Mr. Kunte realized there was no robust ERP available in the market to cater to the specific requirements of a logistics company and incorporate an understanding of the domain processes.

Post the experience with Kale Consultant- CAPELLA and earlier unsuccessful hunt for the right solution, the company decided on choosing between SAP and Microsoft Dynamics. Eventually, owing to its user friendliness and flexibility for customization Dynamics held an edge over SAP. The ability to customize was a key deciding factor as Hasti Petro Chemical and Shipping wanted to incorporate the process knowledge into the solution to align it to the requirements of the logistics industry. “We realized that SAP was more difficult to customize as compared to Dynamics,” says Mr. Vivek Kunte.

The Microsoft Dynamics NAV solution comprises of the following key modules: Finance, Sales and Purchase, Sales Contract Module, Terminal Module, Rail Module and Road Module. Among these the operations specific modules were customized and specifically developed for the solution.



Post the implementation of Microsoft Dynamics NAV, we conducted a survey among our customers. And, the result was almost 100% jump in satisfaction levels with the company’s services.



Vivek Kunte,  
Manager Rail & ICD, HPCSL

## HPCSL's Technology Environment

Solution	Mircosoft Dynamics NAV 2016
Deployment strategy	On-Cloud

### Challenges

Stand alone systems for the different operations hindered Hasti Petro Chemical and Shipping, a logistics solution provider, from an end-to-end view of the business. Lack of real-time data availability not only created process inefficiencies, time and productivity loss but also made it difficult to plan ahead and drive future growth. Moving to Microsoft Dynamics, the company is now empowered with data to better control operations, leading to 100% increase in customer satisfaction.

### Results

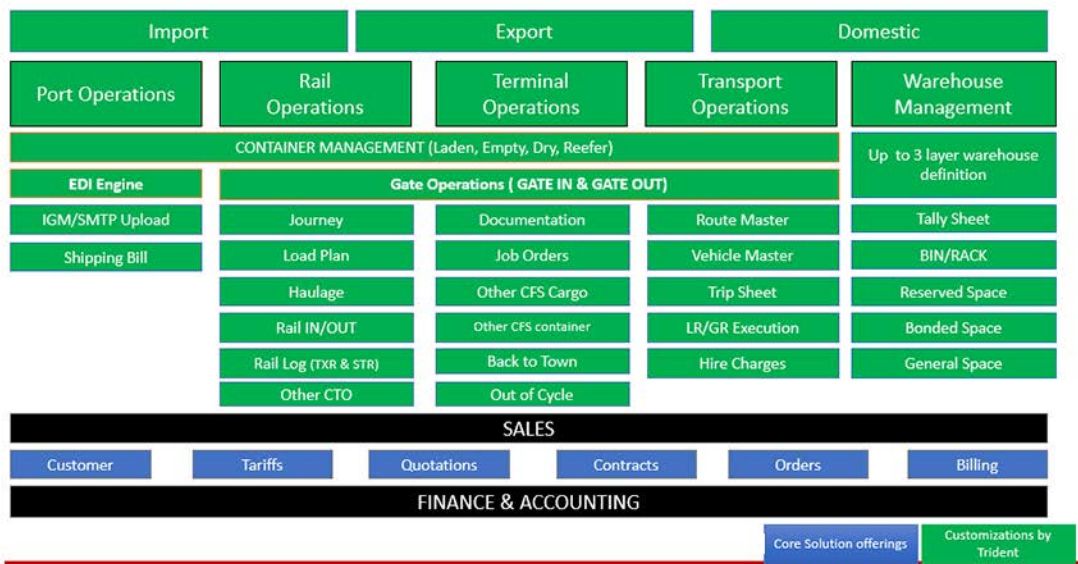
- Real-time data availability lends better control.
- Plugging revenue leakage.
- Process visibility helps keep track.
- Ability to plan ahead.
- Time and cost savings, improving productivity.

# PHASED IMPLEMENTATION FOR SMOOTH TRANSITION

For implementation Hasti Petro Chemical and Shipping partnered with Trident Information Systems, a Microsoft partner. The implementation was carried out in big bang approach and all modules went live within the schedule time frame.

During implementation three rounds of User Acceptance Testing were conducted, wherein a user was working on the system every two months just to rectify all the issues, says Mr. Braj Bhushan from Trident. Change management was also a key element during the early usage.

# LOGISTICS VERTICLE SOLUTION



# BENEFITS OF INTEGRATION

As management experts say, customer is the real barometer of an organization's health. To that effect, the company conducted a survey among its customers post Dynamics implementation. The results showed 100% increase in customer satisfaction levels post the integrated system came into place. Some of the other impact areas include:

## Real-Time Data Availability Lends Better Control

Data availability across the different functions on a real time basis has ensured a unified, accurate and current view of the business, helping the management take timely and informed decisions. "Powered with data insights we now have a tighter control over our operations, which was missing earlier. Sitting here in the head office the top management can get a comprehensive view of all the locations," says Mr. Dhairya, CFO.

---

## Plugging Revenue Leakage

For a CFO across any business vertical, revenue leakage is one of the biggest concerns. And, so was it in case of Mr. Dhairya , CFO of HPCSL. For Mr. Dhairya, the ability to plug revenue leakage by addressing issues like delays and inaccuracies in invoicing has been one of the major advantages of moving to an integrated environment with ERP.

---

## Process Visibility Helps Keep Track

Seamless integration across the company's different operations and locations with Dynamics has enabled complete visibility into each process– from the initial booking to first pick up for road transportation to movement and clearance of containers from ICD to final delivery to the port through the rail movement. With all the depots integrated, one can now see the exact location of a container, and how it could be planned effectively for the next movement. Cross-visibility helps ensure the processes don't go off track, and if they do timely corrective measures are taken.

---

## Ability To Plan Ahead

With accurate data available at a click, HCSPL now gets insights into various elements on the operations side. For instance, number of containers done in a week or a month, where is it losing revenues, how can it improve revenues, which segment needs more focus, and so on, etc. This can help the management plan ahead better for faster growth.

## Time and Cost Savings, Improving Productivity

Improved efficiencies brought in by Dynamics have helped significantly save on time and costs on various fronts. Here are a few indicators:

- ✔ Monthly reporting closes on 3rd of every month as opposed to 10-12th of the month earlier. Invoices are raised in advance as opposed to 15 days' delay before ERP. No manual entries and duplication frees time for more productive work.
- ✔ With the gate operations becoming automated, time taken for a trailer to exit the gate has come down from earlier 3-5 minutes to 1-2 minutes.
- ✔ With RFID integrated with ERP, time taken to locate containers in the yard has come down from 1-2 days to a few minutes.
- ✔ The operations' team which would usually work till late in the night now leaves office timely owing to improved productivity.
- ✔ Single solution desk. Single application means reduction in operational time, and also cheaper and simpler maintenance.



# 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.

CRM	ERP	Internet of Things (IoT)
MS D365 Sales MS D365 Marketing	MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	Retail Supply Chain Asset Management Fleet Management Energy Management
Audit & Risk Analysis	Business Intelligence	Retail Applications
ACL GRC ACL Exchange ACL Analytics	MS Power BI SPSS Qlik Sense	LS Retail D365 Retail
DevOps	Mobile Apps	Security
IBM Microsoft Dynatrace	Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management	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 Navision,  
Axapta & MSCRM, 2011



**Gold Certified Partner** for  
Microsoft Dynamics Navision,  
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

### HEAD OFFICE

M31-A, M Block Market

Greater Kailash II,

New Delhi 110048

Phone:- +91 11 2921 9927

### BRANCH OFFICE

Apeejay House, Block C, 8th Floor,

15 Park Street,

Kolkata 700016

Phone:- +91 967 417 7115

### INTERNATIONAL OFFICE

205, Alphamed Building

Hor Al Anz East

Dubai, UAE

Phone:- +971 4252 8001