



LS RETAIL



CASE STUDY



THE MARKET PLACE

# TAI : INDIAN FOOD PRODUCTS COMPANY AUTOMATES PROCESSES TO ELIMINATE COMPLEXITIES



TAI Industries Limited is the manufacturer, exporter and supplier of food, beverages and food products in India. With the help of Dynamic Vertical Solutions and its implementation partner, Ontrack systems Limited, the Microsoft® Gold Certified Partner, it deployed Microsoft® Dynamics™ NAV 4.3 and LS Retail to effectively manage the stores', inventory, increase visibility of taxation requirements, streamline processes and ensured compliance with relevant industry standards.



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## The Client

TAI Industries is the manufacture, supplier and exporter of food, beverages and food products. It is located in Kolkata, India and employees more than 50 people.

Tai supermarket chain Projects' is operating under the brand name C3 started with their first store at Elgin Road and expanded to Salt Lake and Gariahat in Kolkata.

The C3 chain focuses exclusively on food products, kitchenware and personal care products.

Moving ahead they would like to open smaller express stores in Kolkata as well as in the neighboring towns like, Bhubaneswar, Guwahati, Siliguri and Shillong, to increase customer base and volume of sales.

The C3 chain currently accounts for about 30 per cent of the Rs37-crore turnover of Tai Industries, engaged in trading of food products, ferro silicon and calcium carbide. Food products on offer at the C3 supermarkets include imported canned foods, fruit drinks, cold cuts and low alcoholic beverages such as beer and wines can also be bought off the shelf at C3 outlets. In the current fiscal, revenue from the C3 supermarket chain is expected to surpass Rs15 crore.



## Why the LS Retail Journey

TAI Industries was using various applications to manage its daily operations. Different departments had different set of information which they used to access and thus lack of real time information.

There wasn't any single integrated system which could handle and maintain all the processes of different departments.

Managing various activities within the organization such as financial management, sales, accounts, purchase or inventory at the same time was what TAI Industries desired. TAI identified an immediate need for end-to-end integrated solutions before supply related issues began to affect sales.

## The Challenge

TAI was following a particular Repacking mechanism and its effects in the chart of accounts were very complex. They wanted to alleviate this complexity. TAI, has large data transactions every day. The lack of integrated solution in place posed constant difficulties to track all the transactions and the financial details, it made the system complicated with duplicate data entries and errors due to manual entry. Outdated processes and inconsistencies led to inefficiency and loss of productive time and money.

## Results in Brief

With the help of Dynamics NAV and LS Retail, TAI Industries has replaced the existing inefficient and contradictory system consisting of various different interfaces with a single fully integrated solution to automate all its operations.

- **Efficient working saves time, increases business opportunities**  
With increased flexibility, speed of service, easy of use solution, error free proceedings and improved access to vital information, the solution has streamlined operations and reduced operational cost.
- **Facilitate Inter-Department Communication**  
All the inefficient and error prone procedures of data transfer involving human resources are eliminated.
- **Better stores and warehouse management**  
This information is gathered as centralized statement at head office for reconciliation before posting to General Ledger.
- **Reduced IT Management and Administration**  
A single application encompasses all processes, reporting and financial management requirements be it at the shop floor or the warehouse or at the head office.

"Management has received a powerful and vital tool in form of MS Dynamics NAV-LS Retail as it helps to control and maintain common data across the entire organization resulting in transparency and better tracking facilities"

**Mou Mukherjee**  
Sr. Manager, Accounts  
TAI Industries Ltd.

"With a single application and a single interface, we can control all departments and processes effectively. It is easier to train employees to use the system, which is important given the spread of our people around the organization"

**Kaushik Banerjee**  
Systems Group Head  
TAI Industries Ltd.

## Approach & Unique Features

"It provides us so many views of how everything is functioning and to generate business overview. Views can be generated based on different categories or item groups, enabling management to pin point the weak link and correcting the problem immediately" says Kaushik Banerjee - System Group Head, TAI Industries Ltd.

TAI believed that all these problems could be solved by implementing a **single, stable and integrated ERP solution**.

After much thought and research, they chose LS Retail NAV built on Microsoft® Dynamics™ NAV 4.3 as the solution to all its problems as this solution has the ability to fulfill all the company requirements and is so flexible that it could be tailored as desired.

TAI Industries approached DVS and its implementation partner Ontrack Systems Limited, a Microsoft® Gold Certified Partner to customize for the smooth and successful implementation of the solution. This integrated solution delivers the breadth and depth of all the functionalities that any retailer can dream and demand without the need to build, manage and maintain multiple applications and interfaces. Ontrack Systems started the implementation of the solution in May, 2004 and concluded in just 6 months, well within the specified time frame.

The modules implemented include:

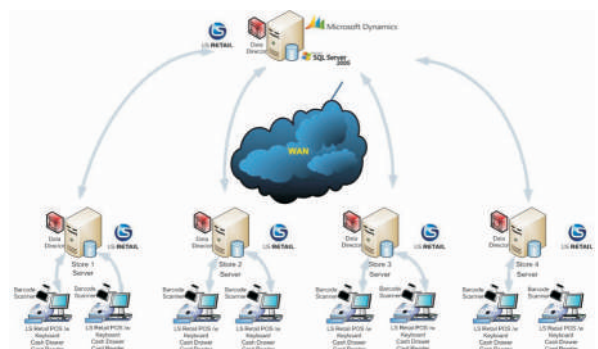
- Finance and Accounts
- Sales
- Purchase
- Inventory Management

The solution was implemented at its HO in Kolkata. After deployment of the solution the process are customized and all the information from the different areas of business now resides in the same central repository also the solution has been integrated with the third party to capture the data through LS Retail. As the solution is localized as per the local statutory requirements, it is effortless to calculate all the taxes such as VAT, TDS, applicable for India trade industry.

All its purchases are made from the vendors and then transferred to different locations. Thus there was an urgent need of proper and systematic inventory management.

## The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business and customer behavior
- ❑ **INCREASE** efficiency
- ❑ **DYNAMIC** systems initiative
- ❑ **ALLOW** business transparency
- ❑ **MAKE** up-to-the minute decisions
- ❑ **FEWER** mistakes
- ❑ **OPTIMIZE** your purchase
- ❑ **IMPROVE** your merchandising
- ❑ **INCREASE** stability, resilience and speed





**Ontrack Systems Limited (OSL)** is an ISO 9001:2000 certified, publicly-traded Global IT & IT Enabled Services company with a reputation for helping customers conceive, build, deploy and support world-class technology solutions. The company offers a wide array of software and networking expertise across industries. Ontrack has a skilled and experienced manpower of over 200 IT professionals across the globe involved in projects spanning vertical industries and related applications.

For more information about Ontrack Systems India products and services, call (91) (33) 2357 2555 or visit the Web site at: [www.ontrackindia.com](http://www.ontrackindia.com)

*"Ontrack's commitment and expertise made this collaboration one that will contribute to the development for companies like TAI within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for TAI, with support of this scalable application and dedicated support from Ontrack."*

**Rakhee Nagpal**  
Managing Director  
Dynamic Vertical Solutions



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## WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION  
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

## Dynamic Vertical Software Pvt. Ltd.

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