



ERP for Indian SMEs: Where are you on the adoption curve?

The common perception is that Indian SMEs in India have not adopted I.T. solutions for functions other than accounting and are, therefore, not ready to adopt ERP solutions to help them run their businesses.

While this was probably true a few years ago, according to an NCAER survey, the Indian SME market has evolved to a stage where more than 50% of the respondents indicated that they are using I.T. for functions like Production, Supply Chain, and HR/ Administration and a large percentage have indicated that they are already using I.T. for Sales and Marketing.

I.T. Usage by Indian SMEs:	
Function	% Using I.T
Finance/ Accounting	83.5
HR and Administration	54.4
Production	50.8
Supply Chain Management	57.1
Sales/Marketing/ Public Relations	68.8

Source: NCAER Business Expectations Survey, October 2016.

While it is likely that the Indian SME has invested in disparate applications for different business functions, the market has definitely passed the “tipping point” and the time for rapid adoption of integrated ERP /CRM/ Management Dashboard is very much a reality now.

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Do let us know your thoughts and responses at [ABS Linked-In](#). If you would like to explore how you could leverage ABS Baadal and our business consulting services, please connect with us at absbaadal@abs.in

* Source: http://www.business-standard.com/article/opinion/assessing-e-readiness-of-firms-in-india-117012301243_1.html

