



## **New-Age Business Consultants Enables Essae Digitronics to Leverage SAP Business One to Enable Growth and Transform their Business**

Founded in February 1996, Essae Digitronics belongs to the Essae Group of Companies and is based in Bangalore, India. Currently comprising of five business divisions in three industry verticals, namely Truck scales, Transportation weighing, Rapid load-out systems, Machined components and Speedo hub drive, the company operates out of four different manufacturing facilities. As a testimony to its constant thrust on quality, the company has been certified for ISO 9001 and its automotive business has received certification for ISO/TS 16949 : 2002. With current employee strength of 500 employees and revenue of over 83 Crore, the company is on a rapid growth path.

Three years ago, the company comprised of four business units operating from three different locations with the corporate and finance headquarters housed in a fourth location. Since a tremendous amount of information and reports was being exchanged between the four offices there was a great deal of inefficiency in matters pertaining to accounts payable to vendors, customer credit management and inventory control and management. Talking about the company's state of affairs at this stage, Prakash Venkatesan, CEO & Director, Essae Digitronics Private Limited, said, "We were then a 43 Crore company with a diverse set of activities looking towards active growth. Although our processes were fairly simple at that time, we anticipated an increase in complexity of operations with growth in business. We realized that our current IT infrastructure was not geared to face future business challenges as we scaled up operations. Being a firm believer in IT as a business enabler, I realized the need to automate my operations and provide my management and staff with the most up to date tools to operate

### **SAP Business One – A Single Platform to Manage an Entire Business**

Prior to implementing an ERP application, Essae Digitronics relied on Tally Enterprise to manage the company's accounts. The individual business units were managing stand alone software for invoicing and sending reports to the corporate headquarters where the P&L and balance sheets were maintained. The inventory was being maintained using excel sheets. "As we were growing as a company, we were finding it difficult to maintain visibility into customer receivables and gain visibility into the entire process of any of our business units at any given point of time. Our accuracy of inventory control was also not very good as we relied on a manual system using excel worksheets that was only as good as the person. Furthermore we had over 500 suppliers



and it was becoming exceedingly complex to keep track of accounts payables and receivables, invoice processing, invoice payments and documentation,” shared Prakash Venkatesan.

Having already burnt their fingers with two local startup software companies, Essae was looking for an international software product company of high repute and longevity in the market along with an implementation partner who would provide extended support and customization. Although they had shortlisted three suppliers including Ramco and 3i Infotech, they decided to implement SAP Business One as it is the comprehensive proven product for the manufacturing industry providing complete business management functions with a great deal of flexibility and ease of use and maintenance.

“Essae Digitronics had a unique challenge in their business structure wherein 4 different business units with independent products and processes were functioning under one single corporate entity. The decision makers wanted visibility into individual processes and accounts as well as the company as a whole by integrating all the four units onto a single platform,” shared Giridhar Murthy, Partner, New-Age Business Consultants, the implementation partner. “SAP Business One offers a single integrated platform to manage the entire business, from sales and customer service to financials and operations. Specifically designed for small businesses, it is easy to install, maintain and use and can be easily adapted and customized to meet the changing needs of a growing business. It also includes features like work-flow based alerts that help decision makers stay in total control of the operations without being dragged into regular day-to-day paperwork,” he added.

Sharing the benefits accrued after implementing SAP Business One, Prakash Venkatesan said, “Our receivables are today under control. We have gained absolute transparency in payments and dues and have implemented a great deal of checks and measures including credit locks and approvals to maintain a check over defaulting customers and to ensure timely collection of C-Form and other essential documents. The accuracy of our MIS reports and P&L ensure that key decision makers have real time view of our business that was not possible 3 years back when we had a manual approach. Although we have scaled up as a company from Rs. 43 crores to our current size of Rs. 80 crores we have not scaled up our administrative staff at all which is a testimony to increased productivity and efficiency. The icing on the cake is the great implementation partner that we have found in New-Age Business Consultants, who are the most responsive and outstanding partners providing unparalleled support.”

### **New-Age Business Consultants – Long-Term Partners in the Growth Story**

Implementing SAP Business One at Essae Digitronics had its own set of challenges for, New-Age Business Consultants. Since the company comprised of 4 different business units having discrete products and processes, each business unit having different critical aspects and business models as well as different people needing access at different points in the process for authorization and validation, New-Age Business Consultants had their work cut out to



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Prakash Venkatesan  
CEO & Director  
Essae Digitronics Private Limited





understand the nuances of each of the four businesses and enable multiple operations using a single platform and a single database.

“For New-Age Business Consultants” it was satisfying that despite the complexity of multiple business units, we completed the implementation cycle within the standard timeframe of 3-4 months that is normally maintained for individual business units. We have also provided support to the client over the past three and a half years to customize the software and expand the functionality to address their critical business challenges,” shared Giridhar Murthy.

As a customer Essae Digitronics has continually improved its utilization of the product and increased the application to include all critical areas where the decision makers wanted control.

“New-Age Business Consultants is genuinely concerned about our problems and tries to use the existing features of SAP Business One to solve these issues. They have gone out of their way to help us in solving our issues regarding customer support and accounts receivables. Our customer response time has now improved tremendously and is a key differentiator from our competition. With reference to accounts payables, they have helped us integrate a GRN number into our invoice, which is automatically generated by our customers at the time of material receipt, which ensures that there are no customer bills outstanding beyond 60 days,” said Prakash Venkatesan.

“New-Age Business Consultants is a professionally run organization and has managed to survive economic downturns and maintain long term, fruitful relationships with its customers at the promoter level. Their strong understanding of the software and its capabilities coupled with their good understanding of our business and the unique challenges faced by us is strongly backed by their strong project management skills which ensured that they were able to complete implementation within 3-4 months. Going forward we want to implement fixed asset module and MRP and we are certain that we will continue to enjoy the same co-operation and involvement from them,” he added.

Giridhar Murthy said, “We also appreciate long term relationships with our clients and have a strong focus on working with customers on a long term basis. When we approach clients we assess whether they have a long term growth plan and look at leveraging the existing functionalities of SAP Business One to address their business requirements and challenges over time”.

On a final note, Prakash Venkatesan said, “SAP Business One has transformed the way we run our business. It has given us a leap of faith in our capabilities and has provided a great deal of impetus to our dreams and expansion plans. We are now confident that we have what we need in terms of our IT infrastructure and service backbone that gives us the confidence to scale operations and expand at will. The combination of SAP Business One and New-Age Business Consultants has become a benchmark for us for all future software implementations.”



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Giridhar Murthy  
Partner  
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