



## Microsoft Dynamics Customer Solution Case Study



### Overview

**Country or region:** India

**Industry:** Manufacturing

### Customer Profile

Established in 1994, Rinac India Limited is the leader in the Indian subcontinent as the provider of Cold Chain and Clean room infrastructure.

### Business Situation

The management at Rinac India felt an immediate need to establish a single, shared information system for the entire company, supplying coordinated information to both the management and employees as well as optimizing the utilization of the company's many competencies and those of its clients and partners.

### Solution

Microsoft Dynamics™ AX 3.0 was implemented at the Bangalore head office and various branch offices across the country.

### Benefits

- Lowers total cost of ownership
- Eliminate redundancies and automate processes
- Ease of use
- Enhanced staff optimization by 15 percent

## Bangalore based company streamlines Sales, Planning and Production processes

“We have seen a rise of 15 percent in employee productivity. This has been a significant advantage to our operations across the country.”

P. V. Balasubramanian, Managing Director, Rinac India Limited

Rinac India Limited is the first Indian company to have developed an indigenous cold room of international standards. Rinac's proficiency is best reflected in its versatile product range that makes the 'Cold chain' concept a reality in India. In order to consolidate its position in the refrigeration industry, Rinac was on the lookout for an integrated business solution.

By implementing Microsoft® Dynamics™ AX 3.0 across its offices in India has ensured significant improvements in manufacturing, accounting, order processing, and inventory management. Rinac is now in a position to handle the sales orders and track wastage in materials. This has reduced the turn around time considerably for executing the sales orders and wastage percentage.



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## Situation

Rinac India Limited is the first Indian company that offers continuous cooling solutions by providing the entire cold chain equipment from one single source. The company has two state-of-the-art production facilities in Bangalore along with various branch offices spread across India.

P. V. Balasubramaian, Managing Director, Rinac India Limited recalls, “Prior to the implementation of Microsoft Dynamics™ AX 3.0, we were using Tally.” He adds, “We were unable to track customer data, material wastage, as well as excess and unused materials. We lacked a modular approach to products and pricing which further led to complex sales processes.”

The company also faced various limitations by way of untimely consolidation of books across branches. “There were connectivity issues with our factory locations being remote. We also faced various limitations by way of disparate systems being deployed for various activities”.

Disparate systems drained resources, reduced efficiency, and led to data errors. This affected employee productivity and morale as well as customer satisfaction and the bottom line.

To sustain its profits and its growth as a leader in the Indian refrigeration industry, Rinac required a robust solution that would seamlessly integrate all of its departments and divisions.

## Solution

Keeping up with the fast paced growth of the refrigeration industry, the management at Rinac India was on the lookout for an integrated business solution. Rinac believed that the best way to reduce costs and increase efficiencies and profits was to

implement a modern and fully integrated business management system.

After evaluating several business management software solutions, Rinac decided to deploy Microsoft® Dynamics™ AX 3.0, an adaptable, all-in-one solution that scales as business grows. Microsoft® Certified Partner, Affordable Business Solutions (ABS) was chosen to be the consultant to conduct business process study, balanced score card, management dash board design and implementation of the solution.

“We chose to implement Microsoft Dynamics™ AX 3.0 because we always wanted to be associated with a trusted company. The fact that Microsoft now caters to the Small and Medium Business (SMB) segment is very encouraging,” says Balasubramaian.

Balasubramaian reiterates, “ABS has been a single window for our IT and business consulting requirements. In fact, in addition to implementation of Microsoft Dynamics AX 3.0 they have also provided us with a detailed business process study, balanced score card roll out and it infrastructure design across the organization,”

Rinac appreciated Microsoft Dynamics AX for its flexible support of daily internal operations, as well as for its ability to facilitate information exchange between plants in Bangalore and branch offices across the country. Balasubramaian further adds, “With the hosted Dynamics AX 3.0 offering, we have completely outsourced the management of the application, server and back up to ABS.”

Microsoft Dynamics AX 3.0 was implemented and customized within a period of five months in a single phase.

The implementation of the Accounts Receivable (AR) and General Ledger modules was replicated across its Ahmedabad, Chandigarh, Chennai, Cochin, New Delhi, Hyderabad, Kolkata, Mumbai and Pune branch offices.

Some adaptations were required in the solution. For this, ABS created a consolidated sales order across all units. In addition, other customizations were done to the Bill of Materials such as cost price calculation and markup and connecting information to the relevant drawings.

The ability of the system to validate an enquiry through a Bill of Material and its tracking till the completion of the project has helped the company track the enquiries with the Bill of Material and the Job Transfer Sheets.

## Benefits

By implementing Microsoft Dynamics AX, Rinac has created a common information structure for the company, made its order processing system more efficient, and improved procedures for purchasing, delivery, and customer invoicing. The change will help the company manage future growth.

### **Lowers Total Cost of Ownership**

With the distributed application capability of Microsoft Dynamics AX 3.0, Rinac India is able to leverage the hosted model of application without investing much in IT-infrastructure. Balasubramaian emphasizes, "Having a partner like ABS (who have an in-depth knowledge of the complete Microsoft suite of products) has helped us to make smarter business decisions while lowering our cost of ownership."

### **Eliminate Redundancies and Automate Processes**

The implementation of a fully integrated ERP system has reduced redundancies across all business units be it sales, production or distribution. Rinac is also able to take full advantage of its material requirements planning system to automate its resource production and planning procedures. "These types of processes and automations have introduced efficiencies throughout the company," says Balasubramaian. The company also has streamlined resources and reduced its payroll.

### **Ease of Use**

"Because the software is similar to Microsoft products already in place, employees adopted the solution rapidly using a familiar and intuitive interface," comments Balasubramaian.

### **Enhanced staff optimization by 15 percent**

The employees are able to function in a more structured, disciplined and streamlined manner. Balasubramaian reiterates, "We have seen a significant rise of 15 percent in employee productivity. This has been a tremendous advantage to our operations across the country."

## Future Plans

Rinac India Limited plan to implement the Human Resource (HR) and Customer Relationship Management (CRM) modules integrated with Microsoft Dynamics AX 3.0 shortly.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Affordable Business Solutions Private Limited (ABS) products and services, call (91) (80) 4115 2760 or visit the Web site at: [www.abs.in](http://www.abs.in)

For more information about Rinac India Limited products and services, call (91) (80) 2554 2998 or visit the Web site at: [www.rinac.com](http://www.rinac.com)

## About Affordable Business Solutions

Affordable Business Solutions Private Limited (ABS) aggregates the best of business processes, analytics and information technology to enable the small and medium business enterprises to accelerate their growth. ABS is a certified Microsoft Dynamics Partner having delivered solutions across industry verticals.

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

### Software and Services

- Products
  - Microsoft Dynamics AX 3.0
  - Microsoft Windows Server 2003 Standard Edition

### Hardware

- IBM Blade Servers
- Intel Xeon Processor Client Machines

### Partners

- Affordable Business Solutions

## Microsoft Dynamics