



Microsoft Dynamics Customer Solution Case Study



Back Office, Outsourcing Company Obtains Greater Operational Visibility, Enhances Productivity by 30 Percent, Improves Solution Delivery

Overview

Country or region: India
Industry: Outsourcing Services

Customer Profile

Oremus Corporate Services, a specialized outsourcing company, focuses on providing comprehensive back office services viz. accounting, payroll, statutory compliance etc. for the finance function.

Business Situation

Oremus was using traditional accounting software along with multiple third party applications for payroll, TDS etc. However, the existing IT infrastructure was neither scalable nor agile, leaving a lot to be handled manually.

Solution

With Affordable Business Solutions (ABS), Oremus deployed Microsoft Dynamics™ AX 2009 resulting in an integrated system that manages all processes, tracks documents, improves visibility in operations, complies with government regulations and allows quick scale-up as the company grows.

Benefits

- Saves resource cost by up to 30 percent
- Improves customer satisfaction with better reporting abilities
- Ensures higher employee retention
- Supports business growth
- Increases visibility
- Secure, efficient work environment

“It is a strategic investment that will continue to pay dividends. We expect to see good returns within 3 to 5 years.”

Raj Shekhar Rayaprolu, Principal and Executive Vice President (Business Development), Oremus Corporate Services

Oremus Corporate Services, established in 2002, is a comprehensive back office services provider for accounting, payroll and statutory compliance services. In the last nine years it has seen rapid growth client base straddling continents. The management envisioned that the next challenge was efficient management of its technology and processes. The company was looking for a solution to increase control over operations while at the same time refine its delivery capabilities to improve customer experience and delight. To drive greater efficiency and unlock profitable business growth, Oremus partnered with Affordable Business Solutions (ABS) to implement Microsoft Dynamics™ AX 2009. The solution helped the company consolidate and scale up operations, maximize efficiency and gain greater visibility into operations. With productivity enhanced by 30 percent and a high retention rate, Oremus is now better equipped to serve its customers and lay the brickwork for future growth.



“By leveraging Microsoft Dynamics AX, we’ve been able to improve staff productivity by 30 percent.”

Bala Padmanabhan, Principal and Executive Vice President (Operations), Oremus Corporate Services

Situation

Incorporated in 2002, Oremus Corporate Services is a globally reputed back office services provider for accounting, payroll and compliance functions. As a leading offshore solutions player catering to a customer base spread over 13 industry sectors in India, United States, Europe and Middle East, Oremus offers a host of services covering finance and accounts, payroll and compliance activities. Headquartered in Hyderabad, India, the nearly U.S.\$1 million turnover Oremus has a dedicated staff of 40 trained personnel and delivery centers in Chennai and Bangalore. The company has recently expanded its operations to set up an office in the United States as well.

While Oremus was scaling new heights, its IT infrastructure comprised of a multi-user popular accounting package was posing various challenges. To execute its essential processes, the company also had to deploy multiple third party solutions to manage processes such as payroll package, Tax Deducted at Source as well as some software developed in-house.

Oremus replicates the business processes and infrastructure of its clients’ finance department. The hallmark of Oremus is its ability to deliver customized services to each customer. Though basic credit and debit transactions remain the same, the mode of invoice generation, payment, accounting, auditing etc. differ with each client. The company, therefore, has to tackle numerous tracking and monitoring issues along with integration and compatibility challenges during service delivery. Customization of third party solutions brings its own set of challenges such as bugs, inaccurate and inefficient data, and lack of support required for the processes.

Internal controls and restrictions in bookkeeping and transaction processes such

general ledger (GL), accounts payable (AP), accounts receivables (AR), billing and collections were difficult to implement across hierarchies. This was because of limited features in the existing technology.

Whether it was customization of reports or integration of Microsoft Office tools to existing applications, the management had limited user or process control. Lack of visibility of transactions processed, or to be processed led to manual monitoring of activities. This required inordinate amount of time and effort. Another challenge was maintaining an audit trail for each document received from the customer, a thankless and time-consuming job. It was time for Oremus to automate these processes completely.

As its clientele increased, Oremus was acutely aware that it would have to scale up to meet its year-on-year growth targets. For this, it needed the right solution that would enable it to undertake transaction processing, trace cheques, meet deadlines, close books, monitor and meet requirements. Ability to answer queries quickly and track transactions along with custom reports was crucial.

Oremus foresaw that its success would be linked to the continuous honing of its delivery capabilities and dedication to improving overall customer experience. Hence, it decided to update its business technology with a new enterprise resource planning (ERP) solution. “Over the years, we’ve adopted various tools and packages to help us refine our deployment capabilities and remove operational inefficiencies so that we can deliver cost savings to our customers,” says Raj Shekhar Rayaprolu, Principal and Executive Vice President (Business Development), Oremus Corporate Services. “To further enhance our ability to deliver efficient services, we needed a scalable ERP solution that would eliminate present issues

“Time saving of 1-3 hours per day for each process executive in performing day-to-day transactions has helped us optimize our resource capacity.”

Suresh Gupta, Principal and Executive Vice President (Operations), Oremus Corporate Services

as well as meet challenges expected in the near future.”

Solution

The Oremus team went through an extensive software evaluation process and explored various ERP solutions available in the market including commonly known and popular solutions. One of its customers highly recommended Microsoft Dynamics AX as a potential ERP solution. Oremus approached Microsoft® Business Solution Partner, Affordable Business Solutions (ABS) for presentations and demos to find that the technology was what it was looking for. Moreover, the Microsoft brand came with the assurance of cutting-edge technology with dependable service, which was a big incentive.

“Close integration with Windows, Microsoft Office Word, Excel and Outlook were also key,” explains Raj Shekhar Rayaprolu. “It’s competitive pricing and user adaptability features were the added advantages,” he adds. The deal clincher was the easily scalable platform that Microsoft Dynamics AX 2009 offered at an affordable price.

Oremus partnered with ABS to implement Microsoft Dynamics AX 2009 for 10 users. A Single-phase implementation of the hybrid model began in December 2010 at its head office in Hyderabad and the solution went live in April 2011. Oremus procured licenses and the application was hosted at the ABS datacenter. Modules deployed included General Ledger, Accounts Receivable, Accounts Payable, Document Management and Activity Monitoring.

The delivery model of Oremus is customized to suit a wide spectrum of clients from different businesses with varying transaction volumes. The features were customized to meet their specific requirements. Document

management and activity monitoring functionalities were developed within ERP. “We are especially pleased that the solution is able to address additional items required by us that are not part of the standard delivered features,” states Bala Padmanabhan, Principal and Executive Vice President (Operations), Oremus Corporate Services.

The document management feature customized for Oremus religiously tracks all accounting and non-accounting documents from all the clients on a daily basis through a unique serial number allocated to each document. It automatically updates the status of documents after processing them and allocates them to various team leaders or process executives. This presents a single window view to the management, helping them to identify pending, in-progress and closed documents that are submitted for processing. Thus, a miniature document management system tracks inventory of all the documents received is recorded.

Activity monitoring is another important customized feature that has streamlined and automated the entire process right from receiving documents to completion of tasks. Repository of statutory and non-statutory documents, compliance, and tasks are maintained in the system in order to track and meet deadlines. Task assignment functionality attaches tasks to dates and pushes them on to the users’ calendar. “Notifications or alerts warn users on the tasks to be completed one day prior to the due date,” says Suresh Gupta, Principal and Executive Vice President (Operations), Oremus Corporate Services. The assignments are escalated or re-assigned as per requirements. Transfer Forms allows managers to effectively delegate tasks when any employee goes on leave.

The solution also provides necessary reports to both internal and external audit teams. Overall, management reporting is useful for the managers to analyze the tasks completed or due by the employees.

Benefits

Microsoft Dynamics AX has enabled Oremus to provide enterprise-level solutions to its clients at reduced project costs. It has helped streamline project management, simplified staff training, improved customer satisfaction and hence retention. The scalability and agility of the system has met the needs of the business.

Saves Resource Cost by up to 30 Percent

Oremus has strengthened its overall efficiency, boosting capacity for managing multiple concurrent projects without dramatically increasing staffing levels. With improved productivity and efficiency, the new business solution allows indirect saving of resource cost by up to 30 percent by eliminating the need to recruit new employees and instead use the same employees to handle more work and more clients. "Time saving of 1-3 hours per day for each process executive in performing the day-to-day transactions has helped us to optimize our resource capacity," says Suresh Gupta.

Improves Customer Satisfaction with Better Reporting Abilities

The new ERP solution has dramatically improved reporting capabilities by enabling employees to extract data and answer client queries for critical transactions. "We have observed time saving of up to an hour per report while generating final reports such as profit and loss and balance sheet of each client," says Suresh Gupta.

"With compliance reporting capabilities, we have been able to improve service delivery to

our clientele and focus on business growth," adds Raj Shekhar Rayaprolu.

Secure, Efficient Work Environment

The new integrated solution tracks all transactions, maintains an audit trail of each document and smoothly handles every finance related requirement of all the clients. "With hierarchy, user and process controls, Microsoft Dynamics AX has defined rules and offers multiple levels of security," says Raj Shekhar Rayaprolu. "The solution is easy to adapt in terms of user training, usability, and in a cost-effective manner manages projects across a range of industries. By leveraging Microsoft Dynamics AX, we've been able to improve staff productivity by 30 percent," says Bala Padmanabhan.

Ensures Higher Employee Retention

Changes in hierarchies in the organization can impact the rapport resources have with clients. As staff is recruited at the process level, adequate training enables new hires to gain proficiency in substantially less time.

With employee performance tracking index and promotions based on performance matrix, teams are motivated to excel and give best results. This also boosts their satisfaction level and improves retention.

Supports Business Growth

Oremus is experiencing growth at a rapid pace. After replacing disparate systems with Microsoft Dynamics AX, the system can scale up to support anticipated growth. "We have exponential growth plans and needed a scalable system robust enough to support our ambitious expansion strategy," says Raj Shekhar Rayaprolu. "Post Microsoft Dynamics AX, we can handle any number of clients as we are now capable of doubling, tripling, or quadrupling capacity," Raj adds. In addition, the solution offers the option to deploy add-on functionalities as and when required in the future. For instance, plans are on to include

extended enterprise portal where vendors of its clients can upload purchase invoices.

Increases Visibility

The new business solution with integrated processes ensures visibility into every stage of operations. Transparency and ability to drill down data helps identify any variances that may create problems in the future. The solution has established an infrastructure, which ensures that all the processes are compliant.

It has eliminated the manual process of reconciling statutory and compliance reports. Automated modules allow employees to propose, approve and implement resolutions and mitigations throughout the audit process, as well as communicate these changes through reports and automated emails, which was time-consuming process earlier. The visibility boosts confidence, and ensures that the entire knowledge base is shared throughout the company, thus increasing the knowledge base of every individual and hence the chances of growth.

“It is a very strategic investment that will continue to pay dividends. We do anticipate seeing the return on our investment within 3 to 5 years,” says Raj Shekhar Rayaprolu.

“Microsoft has provided us with a platform that is scalable and offers unique capabilities to serve our diverse range of clientele. ABS has been a good implementation partner that worked hand in hand to meet our short deadlines, approached requirements and concerns with an open mind, and focused on delivery and seamless transition from legacy systems.”

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

For more information about Oremus, call (91) (40) (49037800) or visit the website at: www.oremuscorp.com

For more information about Affordable Business Solutions products and services, call (91) (080) (42457457) or visit the website at: www.abs.in

Microsoft Dynamics

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

About Affordable Business Solutions

Affordable Business Solutions (ABS) is a consulting organization that addresses the small and medium business enterprises in India and offers them business transformation consultancy services. The services include ERP readiness consulting services, rapid usage methodology for implementation and change management and effective end-user education leveraging Affordable Business Solutions' Center for functional excellence. It specializes in business process evaluation, functional skill up-gradation and technology solutions leveraging world-class packaged applications on a software-as-a-service model.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics AX 2009

Partner

- Affordable Business Solutions