



CASE STUDY

CUSTOMER RELATIONSHIP MANAGEMENT & PRODUCTION PLANNING SOFTWARE FOR CATTLE SLATS MANUFACTURER

Microsoft Dynamics CRM

The client is a family owned leading cattle slats and precast concrete manufacturer based in Netherlands. They require process driven sales & planning solutions to replace their existing manual process.



PROTECTED

Client: **Protected by NDA**

Country: **Netherlands**

Industry: **Precast Concrete manufacturing and Building Materials**

Overview

Precast concrete industry is highly involved in construction projects through the supply of different products. It delivers many advantages to the construction industry in terms of saving time, cost, and reducing congestion on construction sites.

However, precast manufacturers are facing a substantial problem of long customer lead-time for manufacturing concrete products. Most of time and effort is spent on a long production process consisting of product design, production planning, and shop floor manufacturing. Also, variations in the process due to many uncertainties, many parties and human involvements extend buffers of the customer lead-time. Some statistics of the industry performance during the year 2016-

Prestressed structural building elements and prestressed bridge components were the highest growth segments last year, with building elements growing at 18% and bridges at 22% over the previous year. Another trend appears to be in the wall sector, where retaining wall systems lagged 7% from 2015, but sound wall/barrier grew by 9%.

Overall, 2016 was a strong year in the precast industry. The majority of precast companies experienced growth in 2016, with 69% increasing sales. Some of those companies were very successful, with 46% increasing sales by 15% or more. It was a profitable year as well, with 86% of companies reporting profits and 32% reporting profit margins of more than 10%.

Quicks Insights



Challenges

- Entire Sales Process to Implement in Dynamics CRM
- Production Planning team should have visibility of Sales Pipeline to plan the purchase



Solution

- Successfully configured and streamlined the sales process where sales stages are managed based on user inputs
- The manufacturer/ production manager just need to take care of the single unit of measure and the sales representative was able to seamlessly customize according to the Stakeholder needs



Tools & Technologies

- Microsoft Dynamics CRM, Microsoft .Net, Crystal Reports.

Customized automated sales process for the industry. Where a project can be associated with multiple stakeholders and sales executive can submit offers it each stakeholder

Business Challenges

The business case for the client we worked started with their sales team who operated independently and logging their leads, opportunities in their Microsoft Excel sheets which they shared with sales coordinators at the Headquarters. The coordinators would then work with planning team to develop quotations which in turn they would email to the sales teams on the field. The entire process for cumbersome and time consuming. The process did not provide the management a real visibility into Opportunities pipeline, sales team performance, etc. The spillover effect of this was felt by the production planning team who were not able to do a forward planning of different products manufacturing across the two production lines. This resulted in frequent shortages of most needed products or over stocking of products not in demand, etc. translating into missed or delayed deliveries and financial losses.

- The unique industry sales process was the major challenge, where multiple stakeholders are involved in the project. The farmer, contractor and trader being the main stakeholders. Manufacturer needs to submit/ manage quotation for each one of them.
- The precast products are in different size and shapes. Product can be measured differently for each stakeholder.
- The proposal varied from each stakeholder namely the farmer, contractor and the trader which mattered the most in the sales process.
- The price list for each stakeholder was different. Based on the business relationship between the customer and the manufacturer, special discounts were defined.
- The manufacturer used to do manual reinforcement drawings manually which increased the number of errors during reinforcement production.
- Multiple relationship between reinforcement, mould and the products. There are more than 1000 products and each needed to be matched with the limited number of moulds available.
- Plan Production Planning based on various possibilities like; Reinforcement availability, Mould availability and resource availability.

Solution

Dev IT team were successfully able to configure and streamline the sales process where sales stages are managed based on user inputs.

Eliminated the communication gap between the stakeholders. Manage activities separately for each Stakeholder, which helps to improve relationship with Stakeholder.

The manufacturer/ production manager just need to take care of the single unit of measure and the sales representative was able to seamlessly customize according to the Stakeholder needs.

Streamlined business process and effective manufacturing. For this, we designed a unique system which is a tightly integrated sales management powered by Microsoft Dynamics CRM and an extensively customized production planning software.

Key sales features include

- Customized automated sales process for the industry. Where a project can be associated with multiple stakeholders and sales executive can submit offers to each stakeholder.
- The Bill of Materials or the BoM states the quantity, measurements, Unit of Measure and other characteristics of the precast products. This includes the product name, prices, quantity, discount etc.
- Managing multiple proposals/ price/ offer for single project or for each stakeholder. This functionality helps to keep track on multiple offers given to the stakeholders.
- The sales information highlights the end client's name and the offer sent to them or the stakeholder in between them.
- Product management and product hierarchy enlists the product details, dimensions and default unit measurements.
- Debtor management module highlights the different areas like the invoice, order specifications and the delivery schedule to the stakeholder. This also includes the final bill of material.
- Reinforcement information has the details regarding the type, manufacturing location, weights, dimension etc. mapped with a unique reinforcement code to identify the activity for the particular product which is being manufactured.
- Reinforcement main and cross bars details are taken as a reference for horizontal and vertical welding of the reinforcement.

- Reinforcement drawing information is an extensive module detailing of the whole information of the product that goes into reinforcement process.
- Reinforcement status reports shows how much reinforcements are under production, ordered, delivery and waiting to be delivered.
- Mould can be of two types- fixed and dynamic. The information related to these are covered under this module. This has details regarding the dimensions, unique mould code, mould name etc.
- Mould possibilities does the work of matching the mould with the product. This helps in carrying out the production planning seamlessly.
- The production booking allows to book the production at multiple manufacturing units, resource availability, start and end time for the particular date. This also has the information related to the supervisor/ employee name, number of hours worked and remarks.
- Production Planning list includes the schedule of the particular manufacturing unit. It has the product, mould info and how much quantity has been planned to be manufactured for a particular date.
- Add Production planning gives the ability to see the actual production information for the product. This is supported with the mould drawing and the turns required.
- Delivery notes accompanies the final list of deliverables with the product characteristics and information.

Outcomes

- Complete Automation of the Sales Process from Leads to Quotes to Negotiation to Closure. Single point visibility of all opportunities, sales revenue pipeline, anticipated products under quotes, sales team activities, etc.
- Seamless and real-time integration of the CRM with the custom-made Production Planning solution enabled direct synchronization of orders enabling the production planning team for forward planning of production runs for all products on orders as well as for those which are more than 80% on the sales opportunity probability.
- Multiple stakeholder's management for a single sales opportunity
- Automated price list and discounts based on the defined business rules
- Automation of production planning through a visual, graphical calendar of each shop floor for 52 rolling weeks during the year. Complete Automation of the Sales Process from Leads to Quotes to Negotiation to Closure. Single point visibility of all opportunities, sales revenue pipeline, anticipated products under quotes, sales team activities, etc.
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About DEV IT

DEV IT is public listed (NSE-DEVIT) organization based at Ahmedabad, India. For more than two decades, the organization has evolved into a multi-faceted unit with 1200+ strong, skilled workforce providing cutting-edge software and infrastructure solutions in Cloud, Data and Automation. DEV IT provides services to government departments, public sector organizations across several states in India as well as 100s of clients worldwide from diverse industry sectors.

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