



BUSINESS PROCESS CASE STUDY

For

SUNDARAM MULTI PAP LTD

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**Focus Softnet:
Global Software
Solutions for your
business**

The Focus Suite of advanced business applications has been evolving since 1992 and has enhanced business efficiency at more than 18,000 corporations across the globe. Conceived by a team of professionals focused on developing cost-efficient [software solutions](#) for specific industry requirements, the Focus Suite today stands for a wide range of comprehensive, versatile [business management applications](#). For you, the Focus expertise enables production of customized solutions on short implementation cycles.

Case Study Details

Started Date
11th June 2012

Completed Date
15th June 2012

**Financial Year
2012**



Document Version

1.0

Approved

So far, the high cost of implementing and continuously managing BI kept mid-sized organizations away from it. Having seen this gap, Focus Softnet has created a cost-effective solution that combines its highly customizable ERP with business intelligence tools. Focus i is a revolutionary product that enables companies to automate their financial and operational processes and helps them make better decisions by organizing, analyzing and reporting the data they generate.



Expert Consulting

An advertisement for expert consulting services. On the left, a black and white photograph shows a man in a dark suit and tie looking towards the camera, with another man in a light-colored shirt partially visible behind him. The right side of the advertisement has a solid red background. The text on the red background is white and reads: 'Let expert developers tailor an ERP to your exact needs' and 'Focus on process, productivity and profit'. At the bottom right of the red area is a white button with the text 'Learn More'.



Sundaram Multi Pap Ltd: Business Process Case Study

Service Provider: **FOCUS Softnet Pvt Ltd.** (<http://www.focussoftnet.com/>)

Survey by: **Mr. Sai Kumar Kommuri**

Beneficiary Organization: **Sundaram Multi Pap Ltd.** (<http://www.sundaramgroups.in/>)

Executives:

1. Mr. Hasmukh – Director

Type of service: (Information Technology & Computing) – **ERP Solution with Business Intelligence**

Organization details:

Sundaram Multi Pap Ltd. established in 1985 started off as a school and office paper stationery manufacturing company. Over the past 26 years the company has grown by many folds and diversified into various other verticals of business. It has **Asia's Largest Paper Stationery Mfg. Plant** at Palghar. Our dedication and passion to deliver the best has led us to explore new avenues and fore see the future. We strongly believe in honest work ethics, best quality products, value for money, customer satisfactions and most of all empowering our customers in all ways possible.

Sundaram Multi Pap Ltd is the **market leader in manufacturing of books**, the number one exercise book and paper stationery product in Maharashtra. It has **strong distribution of 10000 dealer-distributer network makes Sundaram one of the best and most loved brand in the consumer market**. With the increasing turnover every year we are also involved in a lot of social activities like developing educational products in one of our subsidiary companies.

Indeed, the brand, under which **50 products and more than 200 varieties of paper stationary products** are sold, has become the household name in its home State. Every school going child in the State is familiar with the brand. More importantly, school goers and teachers know that Sundaram is a **name of perfection and quality**. That has enabled the company to become the **largest organized player** in the vastly unorganized and highly competitive, yet flourishing, school **paper stationary market**.

Over 200 varieties of products and a series of graph paper and stationery paper we provide all the products needed for the market. Manufacturing of books gives us a sense of joy and pride as directly or indirectly it is all related to education. We at Sundaram believe that education is the only way a country can progress and grow. An educated and a literate population will ensure quality and healthy development of the nation. Exercise books, notebooks, writing pads, drawing books are used by millions of people daily and it is a product which has a huge demand and is a consumer product. Quality product with **excellent quality of product Sundaram brings smiles to millions of customers daily**.



Sundaram Multi Pap Ltd: Business Process Case Study

Line of Business: **Manufacturing**

- Established: 1985
- Number of Employees: 200
- Annual Turnover 11-12: **259.21 Crores**

Snaps of Sundaram Multi Pap Ltd Manufacturing Plant at Palghar, **Asia's Largest Paper Stationery:**



Type of Business: **Stationery & Books Manufacturer**

Softwares Used:

1. Tally (Accounting Software)
2. Focus RT (ERP)
3. Currently working on Focus I (ERP with Business Intelligence)



Critical Business Requirements and Challenges:

1. **Incentive Management** for Sales Executives.
2. System need to **track** all the details of the transaction type whether the Payment/Receipt has been made through RTGS or Cheque or DD or Fund Transfer etc., and summary of all the transaction types.
3. **Critical MIS Reports** like Branch wise Profitability report for the year and month wise, Profitability report summary of all branches Statement of Credit sales, Receivable Reports against Credit Sales, Sales - Branch wise, Weekly and Monthly break up of sales, Comparative data Quarterly, Half yearly and Yearly with previous years, Net Margin Report Comparative Sales Report etc.,
4. **SMS/E-Mail Alerts:**
 - I. SMS intimation to the Top Management in case of amendment of documents when there are certain discounts given beyond the limit.





Business Solutions:

1. In order to maintain and track the **Incentive Management** for Sales Executives, FOCUS created the tags, Schemes and **Sales Executive** through which complete track has been provided and also a report has been provided for the same.
2. In order to **track** the types of transaction for the multiple modes of Payment/Receipt, FOCUS had created "Transaction Type" as a **tag** in Payments and Receipts Screen such that all the transaction types like RTGS, Cheque, LC, Bank Charges, Cash Deposits and Fund Transfers etc., are tracked and also report has been provided for the same.
3. As the firm requires certain documents and Critical MIS Reports, FOCUS has designed and customized the **Critical MIS Reports** like Branch wise Profitability report year wise and month wise, Profitability report summary of all branches, Statement of Credit sales, Receivable Reports against Credit Sales, Weekly and Monthly break up of sales, Comparative data Quarterly, Half yearly and Yearly with previous years, Net Margin Report Comparative Sales Report , RTGS/Cheque Statement, TDS Payable Report, Rents Report, Summary of RTGS Transactions etc., according to the requirement of Sundaram through Versatile in built "**Report Designer**".
4. Utilizing the **SMS/E-Mail Alert** feature, FOCUS had triggered the:
 - I. SMS intimation to the Top Management in case of amendment when there are certain discounts given beyond the limit.
 - II. SMS intimation to the Top Management for the Cash Payment made above Rs. 100000/- and for the Bank Payment made above Rs. 1500000/.
 - III. SMS intimation to merchandise Sender, Receiver and for the Top Management for all Inventory Transfers, according to Sundaram requirement.



Sundaram Multi Pap Ltd: Business Process Case Study**Client Comments:****Mr.Hasmukh, Director:**

We have been associating with the product 'Focus I' (ERP with BI) for the past four years. I really felt that the **functionality, product features and Customization are best** fit to meet our unique requirements. I am **very much impressed** with the **product flexibility and ease of use**. I can **rate 4 out of 5** on overall business impact that Focus products have had on my business.

Executive Team of FOCUS:

1. Mr.Abbas Hyder – Vice President (Technical)
2. Mr.SaiKumar Kommuri – Sr.Functional Consultant

Authorized Signatory

For Sundaram Multi Pap Ltd



Authorized Signatory

For Focus Softnet Pvt Ltd

