



Naukri.com Leverages NAV to Achieve Standardization & Control



“Alletec team was skilled & perseverant to deliver what we wanted, the way we wanted. They leveraged their industry & solution know-how to help us gain Control – particularly of Finances & Sales. Overall Alletec has been a good partner.”

Sudhir Bhargava
Executive VP – Corporate Finance
Info Edge

Highlights

Naukri.com, a leading job portal, is the most prominent business of Info Edge – India’s premier online classifieds company. It is engaged in providing recruitment classifieds and related services to job seekers, and Corporate Customers (employers and recruitment consultants).

Back then, Naukri was witnessing huge surge in business volumes – a database of about 17 million registered job seekers and 34,000 Corporate Customers. It had over 70,000 live job listings on a single day with an average of over 14,000 resumes being added per day to its database.

The growing volume of transactions were tough to handle with the then used home-grown system – which needed a complete revamp to meet the changing business needs.

Naukri realized that it needed a fairly robust & scalable system to manage its business. It selected Microsoft Dynamics NAV after a comprehensive evaluation of various ERP solutions. Alletec, the oldest & one of the largest NAV providers was chosen as the implementation partner.

Business Situation

The core operations were being managed by a homegrown system which was hitting limits on its ability to take higher volumes – with ~ 6000-7000 sales orders being logged every month – and product feature assortment. Besides, lack of a standard system posed the following challenges:

- **Inconsistencies** in prices and discount structures etc. – leading to irregularities in business documents like purchase order, sales order, sales invoice that were generated remotely at different units. Moreover, sales & purchase orders were not booked centrally which made **data reliability** a concern.
- **Disconnected Finance & Sales functions** which were managed with the help of Tally/Excel & homegrown system, respectively. This created a gap in the determination of sales-linked-revenues, hierarchy management, incentive calculation & other critical statistics; besides resulting in missed deadlines for payment/installment/renewals.
- **Limitations** in new product/combo creation or product feature revision which in turn resulted in unmet customer expectations.

Alletec Business Solution

Alletec leveraged its know-how of online businesses to formulate the best solution for Naukri

- The core of the solution comprised **migration of the financials** completely to NAV, which was in turn **integrated with the website** (used for storing customer information, order placement, payments & subscription activation/deactivation).
- The homegrown system – previously used to manage mid office operations like sales – was retained as an intermediate layer to facilitate information flow between the website & NAV.
- **Deferred Revenue Accounting, CMS based auto-Bank Reconciliation, Sales Hierarchy Management, SMS notification functionalities and Dynamics Product Configurator** were custom-built.

Benefits

- Sales Hierarchy Management ensured correct order-salesperson tagging facilitating accurate incentive calculation.
- Automated **SMS notification mechanism** helped abide by payment/ installment/ renewal due dates and ensured consistent prices & discount structures were maintained at the time of booking sales orders.
- **Dynamic Product Configurator** facilitated creating new product & feature combinations as well as modifying existing combinations with ease.
- The new role of homegrown system – a connector between website & NAV – reduced the required level of maintenance.
- Storage of all financial, sales & customer information in a central system facilitated payment alerts, accounts reconciliation, easy retrieval of reliable information.
- Standardization of critical business documents – generated directly through the system.

“Alletec understood our distinct business needs. It effortlessly integrated NAV with our existing system & tailor made functionalities of Deferred Revenue Accounting & Dynamic product Configuration, which are worth appreciating.”

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Executive VP – Corporate Finance
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Results

- Standardization of processes & documents
- Centrally warehoused & easily retrievable data
- Greater control over sales & financials