



International Paints Company Brings Operational Efficiency Through Process and Systems Uniformity

asianpaints

“We are extremely happy, despite all possible complexities..... Alletec took the first implementation live in flat 3 months, 10 days. This seems to be like a dream come true”

Manish Choksi,
V.P, Strategic Planning and IT,
Asian Paints

Highlights

Asian Paints is India's largest paint company and ranks among the top ten decorative coatings companies in the world. It operates in 22 countries and has 29 paint manufacturing facilities in the world, serving consumers in over 65 countries.

The Company has an enviable reputation in the corporate world for professionalism, fast-track growth, and building shareholder equity. It operates in five worldwide regions, including South Asia, Southeast Asia, South Pacific, Middle East, and the Caribbean.

The Company markets five corporate brands, namely Asian Paints, Berger International, SCIB Paints, Apco Coatings, and Taubmans. It operates through its subsidiary Berger International in 10 markets; in Egypt through SCIB Chemical SAE; in the South Pacific as Apco Coatings; and in Fiji and Samoa as Taubmans.



BUSINESS APPLICATIONS FOR DIGITAL TRANSFORMATION

Business Situation

The various Asian Paints subsidiaries across the world used different systems. This led to different business processes and monitoring challenges. To ensure that its international business kept pace with the parent company, it was important that the subsidiary had uniformity of processes – enforced through an enterprise system.

The subsidiaries were at different stages of growth and maturity, largely mid-sized. They possessed a variety of existing systems, leading high IT administrative costs and duplication of efforts in reporting.

The company's executives saw a critical need to standardize operations in the international markets and find a business solution that could cater to such mid-sized entities. Since the solution was to be deployed across several countries, total cost of ownership and support were key considerations.

Alletec Business Solution

Having studied the business and operational pain points for Asian Paints, Alletec adopted the following approach:

- Evolved a Global Template for the solution – working closely with management representatives of various subsidiaries - so there was uniformity of business processes across all countries
- Selected Microsoft Dynamics NAV as the product to implement the global template
- Heavily Customized Dynamics NAV to develop a paint industry specific vertical solution, that handled process manufacturing as well
- Leveraged NAV's strength of over 40 country localizations (built-in international modules on taxation and statutory obligations) and multilingual capabilities to support Asian Paints offices in 22 countries
- Designed the system on the hub-and-spoke concept, enabling Asian Paints subsidiaries to interact with Parent organization (on SAP)

Benefits

- Uniform and Standardized system and business processes across subsidiaries and regions
- Reduction of the IT administration costs
- Elimination of double reporting
- Fast rollouts due to Global Template approach leading to a significantly lower TCO

“We chose Microsoft Navision because it was a solution with international modules for 40 countries, and it supports languages such as Chinese, Thai, and Arabic, among others”

Aashish Kshetry

Systems Development Manager,
Asian Paints



Results

- Uniformity of business processes across subsidiaries world-wide
- Quick and accurate consolidation of financial and operational data
- Efficient monitoring and control centrally from HQ
- Improved supply chain management – better supplier control and relationship
- Increased production accuracy
- Low maintenance costs – uniformity of software versions enables a very small helpdesk to support all countries

For more information on Dynamics NAV, get in touch with us
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