



BUSINESS PROFILE

PT M-150 IS THE SOLE ENERGY DRINK M-150 DISTRIBUTOR IN INDONESIA.

BUSINESS CHALLENGE

FIND A FULLY INTEGRATED, SCALABLE SOLUTION TO KEEP PACE WITH THE COMPANY'S GROWTH AND TO EFFECTIVELY ANALYSE DATA AND RUN TIMELY REPORTS, ELIMINATING MANUAL DATA ENTRY AND ANALYSIS

SOLUTION

- MICROSOFT DYNAMICS NAV

BENEFITS

- EASILY CUSTOMIZABLE AND HIGHLY SCALABLE
- TRACK AND ANALYZE BUSINESS INFORMATION WITH END-TO-END INTEGRATION.
- SOPHISTICATED REPORTING, ANALYSIS AND BUDGETING SOLUTION THAT CAN HELP THE COMPANY IMPROVE ON CRITICAL DECISION MAKING.
- HELP INCREASE CUSTOMER LOYALTY WITH BETTER RESPONSIVENESS AND WITH BETTER FORECASTING AND TRACKING OF CUSTOMER ACTIVITIES
- BETTER MANAGE CUSTOMER RECORDS, SALES HISTORIES AND MONITORING OF MARKETING CAMPAIGNS.

MICROSOFT DYNAMICS NAV SOLUTION CREATES VALUE FOR PT M-150 THROUGH IMPROVING EFFICIENCIES AND REDUCED REPORTING TIME

With headquarters based in Thailand, M-150 is the number one energy drink in Thailand. It is currently being sold in Thailand and South East Asia with plans to launch in USA, Europe and South Africa. M-150 improves vitality and concentration, strengthens and prolongs stamina. M-150 emphasizes ingredients that are original, authentic and high quality. PT M150 Indonesia is the largest sales office for the group.

Considered one of the fastest growing energy drink distributors in Indonesia, they are reviewing product expansion through different packaging and also tapping into new markets in the beverage industry. In addition, they have plans to launch new product lines, expanding their product offerings beyond the energy drink. With foreseeable growth for the company, the management saw the need to implement a business solution that could keep pace with the company's growth in Indonesia.

According to Mr. Teera Thaitanyapanich, the Assistant Vice President of PT M-150, management found that their current system could not keep pace with the company's growth. Hence they began looking for a business solution that would allow the company to operate efficiently and cater to their growing needs around control management. After some evaluations of various business solutions and different business partners, the company then decided on Microsoft Dynamics® NAV from Tectura.

THE BUSINESS CHALLENGES

Before the Microsoft Dynamics NAV solution was deployed, individual departments had their own systems to maintain data and information. With the various systems, they faced the challenge of integrating data from various departments and systems. They also faced difficulties in getting the required data for strategic business analysis as information was stored at different locations.

The finance department was using an in-house financial system that only provided basic reports. However as the business grew, their data become unmanageable which prevented them from running sophisticated reports which resulted in little visibility into their business performance.

PT M150 has channel sales throughout Indonesia. Due to geographical differences, the target audiences have different consumer buying behavior. Even if it is the same product, the company had to differentiate market and product activation to reach out to different targeted audience groups at different locations.

“After being shown the potential of the solution and discussing our requirements with Tectura, we felt that Tectura understood our business and our IT related needs. They understood how to leverage Microsoft Dynamics NAV to help us automate our processes and better serve our customers.”

Teera Thaitanyapanich
Asst Vice President
PT M150 Indonesia

“We wanted to better monitor our customer buying patterns and to evaluate the effectiveness of our marketing campaign in different locations, so we needed a tool that allowed us to input data correctly, produce reports and do market analysis,” says Teera.

FINDING THE RIGHT SOLUTION AND THE RIGHT SOLUTION PROVIDER

M150 was looking for an ERP business solution and also a solution provider that understood their business needs. Teera had discussed the requirements and business needs with several solution providers and Tectura introduced Microsoft Dynamics NAV. From the discussion, he quickly realized that Microsoft Dynamics NAV offered the ERP functionality that his company needed to gain better control and visibility into its business data.

“After being shown the potential of the solution and discussing our requirements

with Tectura, we felt that Tectura understood our business and our IT-related needs. They understood how to leverage Microsoft Dynamics® NAV to help us automate our processes and better serve our customers.” Mr. Teera said smilingly.

Tectura’s global presence was one of the considerations as well. M150 considered that if they were to implement the business solution to other offices in other parts of the world, Tectura would be able to provide the implementation services required. Tectura now has 60+ offices in over 20 countries around the world .

DEPLOYING TECTURA SOLUTION FRAMEWORK AS METHODOLOGY FOR SOLUTION IMPLEMENTATION

Tectura deployed a systematic methodology that offered M150 a complex business requirement project-managed end-to-end implementation of Microsoft Dynamics®. Tectura® Solution Framework uses a consistent and repeatable process and delivers consistent quality in which it promotes ownership from all levels and areas of the organization. With this methodology the solution has been implemented within budget and on time.

Let’s look at the benefits M150 has experienced since installing Microsoft Dynamics NAV system.

A FULLY INTEGRATED SOLUTION

Microsoft Dynamics NAV has provided PT M150 with an integrated business solution that connects everyone in the

organization, from customers and partners to the sales force of the company. Data integration became easier as they only required a few templates for sales and marketing information to be integrated with financial data. Hence with the business solution, business and financial information is always up-to-date and integrates with all sales and marketing information.

MONITORING MARKETING CAMPAIGNS EFFECTIVENESS

One of the reasons why Microsoft Dynamics NAV was deployed in M150 is because they wanted timely and accurate information to focus their interactions on preferred segments.

Good sales and marketing practices are all about making the right decisions at the right time. As they have channel partners throughout Indonesia, they wanted to know which marketing plan or promotions is working for which customer segments.

Teera expressed that, “We are hoping that when there is more data input into the system, we can access important information on previous sales and marketing campaigns and can make strategic business decisions accordingly. We wanted to tailor effective marketing plans to fit into different buying behavior and target different customer segments.”

ALIGNING SALES ACHIEVEMENT WITH BUDGETS

As with the implementation of the business solution, the database becomes

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more manageable. They can compare sales budget against actual sales and also generate sales projection reports all within the system.

From here they could know the actual sales from each region and even what product customers purchase specifically. With little customization, they are able to know which region needs immediate attention and which regions are doing well. This enables prompt decisions to be made.

Looking forward, as more data is populated in the system, the company can produce detailed business reports for market analysis and critical strategic decision making.

LOOKING AHEAD WITH FUTURE GROWTH

Moving ahead, M150 is looking into warehouse management to manage their inventories as they plan to launch new product lines.

They will also be looking into customer relationship management software so they can better understand their customers. This can be done with a complete capture of customer details, buying behaviours providing the ability to better manage all marketing and sales efforts.

ABOUT TECTURA

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals.

Learn more at www.tectura.com



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