



Indian Instrumentation Company Reduces Operating Costs by 15 Percent

Overview

Country or Region: India

Industry: Engineering

Customer Profile

AIMIL Ltd. was incorporated in the year 1932 to cater to the instrumentation needs of the various nation-building projects. Today AIMIL is a multifunction, multi service organization in the instrumentation industry. With revenues in excess of \$50 million AIMIL has built its presence in the Instrumentation domain in the Indian market with presence in 28 states and 7 union territories.

Business Situation

AIMIL was one of the early adopters of Microsoft® Dynamics™ NAV solution. It now wanted to integrate business information within its presales, sales, service, and marketing departments.

Solution

Microsoft Gold Certified Partner, Tectura India, AIMIL deployed Microsoft® Dynamics™ CRM 3.0 at its head quarters in New Delhi and branch offices nationwide.

Benefits

- Better competitive analysis
- Improved customer relationship
- Inter-department administration

“Microsoft® Dynamics™ CRM v3.0 has simplified the marketing and sales processes, while giving us a clearer perception of our customer’s requirements.”

Sudhir Bhargava, CIO, Associated Instruments Manufacturers India Limited (AIMIL)

In order to streamline internal business processes, Associated Instruments Manufacturers India Limited (AIMIL), an instrumentation company, migrated to Microsoft® Dynamics™ CRM 3.0. The Dynamics CRM implementation in conjunction with Dynamics NAV has enabled the company to reduce its operating costs by approximately 15 percent, maintain better vendor and customer relationships and improve its cost and inventory resources.

With the implementation of Dynamics CRM, AIMIL has achieved 100 percent accuracy in preparation of sales forecasts. The company has been able to recognize and develop new selling opportunities and even simplify marketing and sales processes.

Situation

Associated Instruments Manufacturers India Limited (AIMIL) is a leader in the Indian instrumentation market. In the 1950s, it became the first Indian instrument manufacturer to get its research and development (R&D) department recognized by the Government of India. In the 1960s, AIMIL set up the first calibration centre in India. In the 1970s AIMIL addressed the market through fundamental research instruments. In the 1990s AIMIL became part of the digital revolution by addressing new technologies such as CDMA, SDH, ISDN, broadband fiber optic levels, ATM and is now moving towards virtual instrumentation.

In the telecom sector, AIMIL has moved into sunrise technology areas such as gigabit ethernet, next generation networks (NGN), triple play, next generation SDH, Voice over IP and GPRS and 3G networks. The company has added new products to respond to the quality requirements of laboratories in the pharmaceutical sector. AIMIL is supported by 50 channel partners and over 400 professionals nationwide.

AIMIL had implemented Microsoft Dynamics NAV (earlier known as Microsoft Business Solutions) as its Enterprise Resource Planning (ERP) solution. For customer relationship management the company had developed and deployed an in-house application using Microsoft SQL Server 2000. The Mumbai and Baroda branch offices were using this solution. However, it had limited ability to capture data and lacked integration with the ERP application.

“Earlier we did not have an efficient application in place to cater to the needs of our presales, marketing and servicing team,” explains Sudhir Bhargava, CIO, AIMIL Limited.

“All the data of our sales, service and marketing departments was fragmented. It

was impossible for the management to collate and use this data to implement effective business decisions,” says Sudhir Bhargava, CIO, AIMIL Ltd.

- **Sales:** The company could not maintain history of all accounts. The accounts department found it difficult to track and manage areawise information of all the managers, when they were working remotely. Also, the management wanted to analyze the sales cycle and set a probability percentage against each sales enquiry. The sales team found it difficult to track the status of all the leads.

- **Service:** The company personnel had to set reminders for the entire ‘service item’ product line category and maintain service information request lists via email and phone, etc.

- **Marketing:** Earlier the marketing department was unable to maintain the list of all the sales leads, track the daily activities of individual sales representatives and manage reports of the marketing campaign.

- **Managing Security:** The security roles of the system had to be constantly changed, each time the top management wanted to convey confidential in-house information to a particular level of management.

Solution

“On reviewing Microsoft® Dynamics™ CRM 3.0, it was clear that this solution was capable of meeting our prevailing and future business needs,” says Sudhir Bhargava, CIO, AIMIL Ltd.

Microsoft Dynamics CRM 3.0 was implemented by Tectura India, a Microsoft Gold Certified Partner. “Our experience with Tectura was very positive as they had

implemented Microsoft Dynamics NAV for us earlier. Therefore, we decided to work with Tectura again for the Dynamics CRM implementation,” comments Bhargava.

Microsoft Dynamics CRM 3.0 was implemented at New Delhi (head office) and the company’s branch offices in Mumbai, Chennai, Hyderabad, Bangalore, Kolkata and Baroda. The implementation was completed in 22 man days.

The implementation was initiated with a detailed system study at AIMIL. The functional requirement document (FRD) was signed off and a gap fit analysis was prepared. Sudhir Bhargava and his team analyzed the gaps from the FRD study and the Microsoft Dynamics CRM 3.0 solution. Tectura used the conclusions of this study to customize the Microsoft Dynamics CRM implementation.

After the installation checks and mapping of the necessary applications, AIMIL personnel incorporated the customizations into Microsoft Dynamics CRM 3.0. The primary requirement of AIMIL was to integrate the Dynamics CRM v3.0 with the existing Microsoft Dynamics NAV. The integration was made possible by developing a customized application in Microsoft VisualStudio .NET 2.0.

Some added functionalities were also required such as custom printing of quotes and orders along with its line items. This was done by a custom built application also developed Microsoft VisualStudio .NET 2.0.

After the customization was validated, the testing phase was initiated. This also resulted in complete knowledge transfer to AIMIL. The training was provided at New Delhi. The second phase of the implementation was to provide for a single repository for AIMIL employees, in order to claim: travel expenses,

intercity travel expense, daily allowances, laundry allowances, conveyance expenses, transportation expenses and local travel expenses. This was accomplished by customizing the Microsoft Dynamics CRM 3.0 along with an application developed using VisualStudio .NET 2.0.

After a requirement analysis, the sales, marketing and service modules were implemented. The requirement was to reflect the existing transaction codes in Microsoft CRM 3.0. Each module was customized to include such transaction codes.

For the Service module, the integration was made between Microsoft CRM 3.0 and the existing Microsoft Dynamics NAV 4.0. Only the specified data, required by the Service team, was included from the Dynamics NAV database.

Benefits

“We now have instant access to accurate information in an integrated and consistent format,” says Sudhir Bhargava, CIO, AIMIL Limited.

Better Competitive Analysis

“We can now access competitive data analysis on a single platform. This critical functionality enables us to respond timely and effectively,” add Bhargava.

Improved Customer Relationship Management

“We have improved our customer contacts and relations, since all the customer support groups are now logged on at the same time,” explains Bhargava.

Track Customer Preferences

“With the implementation of Microsoft Dynamics CRM 3.0 we are now able to track and address every detail of our existing and

potential customers' preferences and requirements. This has enabled us to win customer confidence and place us ahead of the competition," says Bhargava.

Instant Access to Customer Records

Every detail of the customer is now accessible to the senior management in terms of sales and support history, etc., which benefits effective business decision making.

Inter-Department Administration

"Microsoft Dynamics CRM 3.0 has enabled our sales, service and marketing departments to work in unison with one another. We are also able to connect all our branch offices with the New Delhi Head office," reiterates Bhargava.

He concludes, "The Dynamics CRM has helped us reduce operating costs by approximately 15 percent while accurately forecasting our sales."

For More Information

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For more information about AIMIL products and services, call (91) (11) 3081 0200 or visit the Web site at: www.aimil.com

For more information about Tectura India products and services, call (91) (120) (305) 1900 or visit the web site at: www.tectura.com

Microsoft Dynamics

Microsoft Dynamics™ is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship and supply chain processes, Microsoft Dynamics brings together people, processes and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

About Tectura

Tectura is a worldwide provider of business consulting services, delivering exceptional service and sustainable value through consulting, software and IT implementation. The diverse clientele includes mid-sized companies and divisions of larger enterprises in the aerospace, life sciences, manufacturing and distribution, retail and service industries. With a team of more than 1,800 members in more than 20 countries, Tectura applies its industry knowledge and best practices philosophy to provide Microsoft Dynamics® ERP, CRM and technology solutions throughout the Americas, EMEA, and Asia Pacific. It is a Microsoft Gold Certified Partner, and maximizes its vast technology resources and deep Microsoft expertise to deliver increased efficiency, project acceleration and a competitive edge.



Software and Services

- Microsoft Windows Server 2003
- Microsoft SQL Server 2005
- Microsoft Visual Studio .NET
- Microsoft Dynamics CRM 3.0
 - Sales
 - Marketing
 - Service

Hardware

- HP ProLiant ML150 Xeon Server, 3.0 gigahertz, 1 gigabyte (GB) RAM, 72 GB hard disk drive

Partner

- Tectura India