



Company: SPT Middle East LLC

Location: Dubai, UAE

Industry: Trading

Sub Classification:

Chemicals & Plastics

SPT Middle East LLC :

Established in 1994, SPT's journey so far has witnessed winning the confidence of both suppliers & customers. Today, the company takes pride in being associated with some of world's most renowned manufacturers and equally prominent customers who are leaders in their respective fields.

Solution:

SPT Middle East Company implemented Dynamics GP & CRM solution to centralized management of customer and vendor information

ERP Software:

Microsoft Dynamics GP & CRM.

Established in 1994, SPT's journey so far has witnessed winning the confidence of both suppliers & customers. Today, the company takes pride in being associated with some of world's most renowned manufacturers and equally prominent customers who are leaders in their respective fields. SPT's core strengths are a reflection of the efforts invested by a professional management system ensuring that the pursuit of excellence is guided by the vision for market leadership.

These strengths are evident in the supply of high quality raw materials, a product and market focus, exceptional support through our worldwide sales and distribution capabilities through our technically qualified & experienced team, consistent supplies from world renowned principals, high ethical standards and business integrity.

Situation:

SPT began its operations and, as many small companies do, relied on Tally for its accounting software. For a company of its size and with its volume of data, SPTME found that its accounting software was not able to do all the documents circulated for sign offs and approvals. As a result, employees needed to record transactions and customer and vendor information outside of Tally, which limited business insight, introduced the risk of errors in recordkeeping, and complicated reporting. Preparation of e-mail templates were done on word and excel for the vendors, which resulted in delay in communication. Not having the necessary level of control and visibility that SPT needed to manage the business negatively impacted their profits and prevented them from delivering the high-quality customer experience. Because of this, SPT needed an ERP system that supported multiple roles with the appropriate level of security and that could scale and adapt the change.

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Solution:

"After a thorough evaluation process, SPTME chose dynamics as the business solution comprising of an integrated Microsoft Dynamics GP and Microsoft Dynamics CRM. To drive the implementation forward, SPTME worked with CEM Business Solutions, an award-winning Microsoft Dynamics consulting partner based in UAE.

CEM Business Solution says: "Microsoft Dynamics GP is configured and displays the key sales figures and the performance of individual product lines, enabling a rapid glimpse into the business without the need to navigate menus or run reports. Other employees use the solution for its core accounting functionality, including general ledger, accounts payable, accounts receivable, and bank reconciliations, and for sales order processing, receivables management, purchase order processing, and payables and multicurrency management.



CEM also deployed CRM solution at SPTME, where the quote and the offer is made in CRM with the confirmed orders flowing into GP .The costing and estimation of each offer is made in CRM. After receiving the supplier reply, costing is calculated and decision is made whether it's an intending or trading. If it is Indenting, Drop

ship purchase order is created in GP to deliver the goods to customers directly. Vendor ID and Customer ID remains same for the Indenting purpose. Customer Vendor relationship is define and receivables / payables is a consolidation to arrive at net commission amount. Consistent, efficient workflows defined in the ERP system support the company's business processes, connecting people and activities. CEM customized and developed the LC module which helps SPTME to track the LC effectively with the reducing bank amounts for every currency. This is mapped to the Purchase order created in GP

Benefits:



LC – Letter of Credit

Once the order is confirmed, the marketing team approaches finance team to open the LC (Letter of credit). Based on the availability of bank limits, finance informs specific bank to open the LC. After the submission of LC application the finance updates the LC file, with particulars with reference to amount, beneficiary, expiry date, item, etc. Once the LC copy is received, finance update the file with LC no, etc., and the marketing department will sends the copy of the same to the Supplier.

This also helps SPTME to plan the order booking, considering the bills which are coming for settlements. For e.g. If SPTME foresee any emerging orders, and then they can decide

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whether order can be taken or not depending upon the LC position and forthcoming LC settlements.

SPTME immensely benefited from CRM as it tracks all the communication with the vendors through template emails. Now, mails reach the vendors fast and in a professional manner. The Business Solutions comprising of GP and CRM helps the management to see the profit of each order with the cost estimated from CRM and actuals for GP.