



Supra increases manufacturing efficiency by 15%

Supra Industrial Co .Ltd. is a part of Jumbo Group . Supra Industrial Co.Ltd. (SICO) is an ISO 9001 certified manufacturing company based in Jebel Ali Industrial Area in Dubai. SICO is in the business of manufacturing wide range of freezers - hard-tops, glass-tops, curved-glass, and verticals - for two decades and has earned an excellent reputation as a supplier of high quality products. SICO also supplies gas cooking ranges and air conditioners, as well as special purpose freezers like table tops. The primary business of the company is to manufacture for other OEMs.

Business Situation:-

Supra (SICO) had been using Microsoft Dynamics GP version 9, but wanted to upgrade to GP 10.0. Also not all the modules in GP 9.0 were being used effectively. Supra's inventory to the shop floor was issued in bulk and there was no control on the movement of stock in production. There was also a need for better tracking of the material used for production. SICO needed to start using MRP for better planning and inventory control. Beside material cost, Supra also needed to add labour and machine cost which was used in making the product. Also, a change was sought in the way the subassemblies were reported.

Solutions:

To meet Supra requirements and take advantage of additional feature of GP 10 over GP 9, we decided to deploy the new version Microsoft Dynamics GP 10. Seamless integration between Microsoft dynamics GP and Microsoft office excel spreadsheet software together with Microsoft SQL Server 2005 data management software was an added advantage. SICO conclusion was that Microsoft Dynamics GP was the best fit with the culture of our organization as they were already using MS GP 9 and familiar with easy to use Microsoft tools. Since Jumbo itself is a Microsoft Partner, they were the first source of guidance. Microsoft President Club Member & Microsoft Gold Certified Partner CEM Business Solution was recommended by Microsoft as best suited to SICO requirements and having the experience and ability to successfully deploy GP in a manufacturing environment.

Organization Profile:-

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Benefits:-

- >> 20% reduction in inventory costs due to better visibility of current stock and improved planning.
- >> 15% improvement in manufacturing efficiency
- >> 6% reduction in working capital due to better tracking of overdue receivables.





CEM rolled out the solution according to the requirement of the business of SICO. Ms. Geetha.R the Program Manager of CEM Business Solution says: "As a part of deployment we mapped all SICO business processes with a view to consolidate their finance, inventory, sales and purchase process. SICO adapted to the best business practices in the ERP. SICO was firm on the best business practices embedded in the Dynamics ERP and emphasized on inventory control and stock movements through production. Workflows and Approvals were configured to have effective control. It was decided to use the system as

it is and avoid customizations by using workarounds as far as possible. Where necessary, modifications in the process were worked out and implemented in line with this.

Benefits:

- >> Inventory control with online tracking of movement of stock gave SICO better visibility on purchase and production
- >> The software matched the skill sets of SICO, resulting in rapid deployment. "After implementation, the partner helped us with ongoing training, some customizations which were required to improve the MIS and ongoing user support."
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- >> Visibility on rejections & scrap enabling actions to improve quality.
- >> Better visibility on Receivables & payables & reduction in total WC.

Post Implementation, the effects of more comprehensive reporting functionality is already being felt. SICO have developed unique reports for the management to keep a track on their finance, sales growth, etc., and Microsoft Dynamics is delivering the tangible improvements. SICO can rely on online reports from the ERP. SICO can close our months faster and present the month end figures rapidly during the board meetings. SICO can now see where our business is going and concentrate on strengthening its growth and working towards improvements.

**-Says SUPRA INDUSTRIAL CO. LTD.
(L.L.C.) [SICO]**



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PARTNER OF THE YEAR**
United Arab Emirates
Winner

2009 PRESIDENT'S CLUB
for Microsoft Dynamics



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GOLD CERTIFIED
Partner