

CEM Business Solutions case study



Company: Mourjan Marinas IGY

Location: Dubai, UAE

Industry: Maritime Sector

Sub Classification:

Managing Marinas

Mourjan Marinas IGY Profile:

Established in 2004, Mourjan Marinas IGY is a leader in maritime sector in the Middle East.



ERP Software:

Microsoft Dynamics GP.



"The software solution used by Mourjan Marinas IGY in the past was not geared to help us manage the company's diverse operation. This was mostly due to the software not catering to our type of business, and we had to revert to a lot of manual work-arounds. As a result, time required to enter data and produce reports increased. We were spending a substantial amount of time collating data and compiling manual reports. In addition, the previous software solution ran on unstable database software that required constant vigilance from the IT department, which sometimes put our business transactions on hold for hours at a time." **explains Prajosh Karunakaran - Regional Finance Director.**

Mourjan Marinas IGY is a Dubai-based company leading the maritime sector in the Middle East. Owned by Qatari company Ghanim Bin Saad Al Saad and Sons Holdings (GSSG), Mourjan Marinas IGY has a well formulated strategy that is also seeing it develop an unchallenged position of prominence internationally. The company's ERP solution handled only portions of *Mourjan Marinas IGY* business, requiring employees to manually enter data and rely on spreadsheets to manage operations. After an extensive search, Mourjan Marinas IGY choose Microsoft Dynamics GP over an offering from other solutions and worked with Microsoft Gold Certified Partner CEM Business Solutions to implement the solution. By automating processes in Microsoft Dynamics GP, *Mourjan Marinas IGY* had better visibility on their numbers. In addition, employees feel comfortable using the solution as a faster way to accomplish more tasks.

To lower its cost per transaction and prepare for international growth, Mourjan Marinas IGY sought a newer, more reliable enterprise resource planning (ERP) solution. "We sent out a detailed request for proposal and narrowed the submissions down to Microsoft Dynamics GP and selected few industry focused software's. After an extensive review of each proposal, we chose Microsoft Dynamics GP because of the flexibility of the product and ultimately the investment Microsoft makes in the solution. With our rapid growth and more companies being added into the Mourjan Marinas IGY portfolio, we felt confident that Microsoft Dynamics GP would support our current and future needs." **says Prajosh Karunakaran**

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Solution:

To implement the solution, Mourjan Marinas IGY worked with Microsoft Gold Certified Partner CEM Business Solutions. "CEM Business Solutions had the relevant industry experience and took care to understand and help address our unique business requirements," says Prajosh Karunakaran.

Mourjan Marinas IGY completed its implementation of Microsoft Dynamics GP on time and on budget. CEM added its value by completing it well before time. To help minimize upfront and ongoing maintenance costs, the company used as much standard functionality as possible. In addition, CEM Business Solutions helped us to handle the Budgeting on the Marinas Projects. The software allows us to receive the profit and loss for our marinas and also the business development costs for every marina in our portfolio. Mourjan Marinas IGY is benefiting immensely from the analytical accounting and drill down capability of Dynamics GP



Benefits:

Equipped with Microsoft Dynamics GP, Mourjan Marinas IGY has gained more control over both operational and financial aspects of its business. "It's a great testament to the flexibility of Microsoft Dynamics GP that it can support our operations

end-to-end and, as a consequence, help us better manage the financial side of our businesses.



Comments from the Client:

Today we have got all our companies within Microsoft Dynamics GP. Our investors are extremely happy with the timely reports and analysis that GP can provide" says Prajosh Karunakaran- **Regional Finance Director, Mourjan Marinas IGY**

