



How A Furnishing Business Went Hi-Tech

Bengaluru-based Sai Priyadarshini chooses technology to attain organisational efficiency, improve customer satisfaction and for sustained growth.

A house is made of walls and beams but a home is built with love and dreams. Bengaluru-based Sai Priyadarshini helps its customers live out their dreams with its home furnishing product range that converts four walls into the happy, cozy and comfortable home that most have only dreamt of. Started in 1988, Sai Priyadarshini clocks an annual turnover of Rs 5 crore, growing at 25 per cent year-on-year. And technology has been a key ally, helping the firm evolve into a haven for home builders.

“We have been in this trade for 32 years, serving the design and quality conscious customers for whom comfort is a top priority. And technology is what we opted for. Technology is the heartbeat of our organisation. Most aspects of our business like inventory, finance, accounts, etc, are fully automated today. We believe technology is the way to attain organisational efficiency, improve customer satisfaction and maintain sustained growth,” says Sumit Kumar, proprietor, Sai Priyadarshini.

Wearing the technology hat

Sai Priyadarshini's first encounter with technology was in 1995 when it adopted a basic billing and inventory software from a local vendor. But as the firm grew, issues of scalability and high upgradation costs emerged. Thus, it began looking at enterprise resource planning (ERP) software as a complete solution to managing the business and hence adopted Tally.ERP 9 in mid 2010.



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“Despite adopting technology early on, we faced a few hurdles as we grew. Our upgradation costs were soaring. Thus, we decided on a complete ERP package where upgrades were available free of cost. Further, we needed smart reporting for faster and accurate decision making. We needed negative reports to judge our business and plan our expansion, purchases and for practically every decision. Tally.ERP 9 was a perfect fit. Further, it had accounting and final accounts integrated. Thus, at the month end, the final accounts or monthly statutory accounts were readily available,” says Kumar.

Cozying up to ERP

And the ERP experience has been a bed of roses ever since. Smart reporting, cost efficiencies, foolproof inventory and accounts management are some benefits availed by Sai Priyadarshini.

Fool proof inventory management: The ERP has helped Sai Priyadarshini manage stocks and inventory efficiently. Item-wise inventory management, stock groups, stock aging reports and analysis, and daily stock status, are some powerful inventory features of the ERP package. For instance, the *Aging Stock Analysis* feature helps identify old stock, which aids in decisions relating to their quick disposal. Other options like tracking batch-wise or lot-wise inventory with the expiry dates, also helps track stock at the batch level.

“The ERP helps us do a month-on-month analysis of slow moving products and fast moving products, the profitability of the product, profitability of the group of products, etc. Such analysis helps us focus on products that need attention. For instance, using the option of stock ageing, I can identify products that have been on my shelf beyond 30 days and need to be looked into; products on the shelf beyond 60 days that require

attention and products that we've held in stock beyond 90 days—which means there is something seriously wrong with the buy,” says Kumar.

Smart reporting: Earlier, most reports at Sai Priyadarshini were manually generated, resulting in human errors seeping in, as well as wastage of time and labour. Today, using ERP, reports are available at the click of a button. “The generation of the reports used to take close to one man day. With the ERP solution, we get the same reports in less than a minute. Further, I can get data in any permutation and combination with the click of 3-4 buttons,” says Kumar.

The report generation efficiency has speeded up the decision making process at Sai Priyadarshini. The firm uses an extensive set of reports like daily profit reports, outstanding ledgers, item/group wise stock reports, etc. “The automatically generated reports on daily profits, etc, allow me to check my working capital position, week-on-week or month-on-month. Any off-the-routine occurrence can be immediately spotted by these reports. One of the most useful reporting features is the CEO dashboard that provides a snapshot of my entire business. It shows the top five customers, fastest moving products, top five traders, etc, which is extremely useful on a daily basis,” says Kumar.

Cost efficient: Further, the ERP has resulted in greater cost efficiencies. Options like the negative reports or stock ageing analysis are a huge boon as they allow Sai Priyadarshini to not only spot dead stocks but also take appropriate action—both preventive and corrective. Further, “Options like monitoring the working capital have helped in financial management. The ERP package also helped us save on upgradation and maintenance costs. Lastly, the customisation too was affordable, hence making it a worthwhile investment,” says Kumar.

SMS integration: The ERP also provides the company the option to automatically generate SMSs related to events that it wants to keep a tab on. This has helped at the managerial level as well as at the customer engagement and supplier management level. “The ERP allows us to simply type an SMS to instantly access customer information, stock status, the bank balance, etc. So if I visit a customer and need to confirm the outstanding balance, all I need to do is send an SMS to the ERP and I get the outstanding balance against the customer's account,” says Kumar.

Speed breakers

But the transition to ERP didn't come easy. Sai Priyadarshini faced some implementation hurdles. “The ERP package we opted for accepted data only in XML (extensible markup language) format. There were some reports like price lists, which even after

converting to XML, wouldn't get accepted by the ERP package. Thus, we had to resort to manual feeding. Also, the invoice feeding wasn't very user friendly. However, with training and foolproof support from our Tally partner, Infolink Business, we were able to overcome the implementation hitches really fast,” says a contented Kumar.

Other tech support

Apart from ERP software, Sai Priyadarshini has adopted a GSM modem that accepts any SIM card. The modem allows one to throw a text file to a designated folder and an SMS is automatically sent. “Soon we will have our ERP integrated with the GSM modem. This will allow the ERP software to generate the required text in the required format in that designated path and the SMS will be automatically sent. This product can also receive SMS. Thus, it allows us to have a two-way communication. We plan to use it for sales orders—where in the customer can just send an SMS to us, after which it will be automatically linked to the ERP system and get processed,” says Kumar.

Technology to remain the preferred partner

Looking ahead, technology will continue to be a crucial aid for Sai Priyadarshini, helping it achieve its target of an annual revenue of Rs 500 crore, within five years. “We will continue to update ourselves on the technology front. We are looking for a complete business solution on the mobile, which would allow me to have all my business data on my cell phone and even allow me to perform transactions on the mobile,” says Kumar.

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