

RRJ Tex - Odoo

Case Study

"The business acumen and technological expertise of GSM Plus Infotech has really helped us a lot in improvising our strategies. I would highly recommend them for all of my future projects..."

Dhan, CEO-RRJ Textiles

A case study on building a complete ERP solution for a textile manufacturing and exporting company

About RRJ Tex

RRJ Tex is a leading manufacturer and exporter of all kinds of towel products and home essentials in apparel industry by successfully carving a niche for themselves in a sustained manner by keeping up the quality and their unique time-bound shipments to capture well-known reputation in the international market.

The Challenge

The main challenge for RRJ tex was to automate the whole business processes effectively as it involves all operational and critical information such as procurements, purchases, inventory and warehousing, production, sales, payroll, supply chain and accounts.

- The existing system is found to be challenging as it doesn't have a central repository of key information related to the business.
- Inability to access right information that resulted in slowed decision-making and prolonged procedures.
- Lack of system integrations and persisting low productivity.
- Lack of Enterprise-wide work visibility.
- Integrated management of core business process across three geographically dispersed work locations and warehouses.
- Inefficient reporting system and lack of metrical analytics.
- Multiple third-party systems used for performing cross-functional operations such as Accounting, Data processing and tasks management.

Custom CRM

We have provided a CRM module where the leads that are generated by the sales team can be captured and managed on a common platform. The leads can be categorized in to customers, retailers and wholesalers based on the need for the businesses.

- The leads can be nurtured and converted in to opportunities for next set of sales activities.
- The activity logs can be created against leads or opportunities so that it helps to track the statuses at any time.
- The opportunities can be processed on the pipeline stages where the users can just drag and drop the opportunity grid on any stage. This view resembles Kanban view of swapping cards for the easy usability. It really helped the users to save their time in changing the status of each opportunity at each stage.
- The system also provides easy engagement on engaging the opportunities by scheduling the meeting at right times by also inviting the participation by sending meeting invitations. It helps the users to keep track of all meetings and calls without being unnoticed.
- Once the opportunity is converted, then the deal is set as “Won” so that it automatically creates a new account and it can also be merged to an existing account. The opportunity can also be archived and set as “lost” if the deal is lost.
- Sales order can be created against customer account and the products can be mapped to the sales order for delivery.
- If the product is out of stock, then manufacturing order will be created against the product. Once the stock arrives, the product will be scheduled for shipment and delivery.

- These activities can be maintained in the CRM so that the sales team will get to know the status of the products and the activity. The CRM solution helped the team to get to know the bird's eye view of the entire business cycle.

Manufacturing Process

The manufacturing order will be created if the product or any bill of material is out of stock, we have integrated the procurement module and the manufacturing process so that the status of each raw material deficiency can be tracked.

It also helps the team to get the complete status of raw materials and its availability. The users can also mark the products or bill of material as scrap so that it is moved to the corresponding scrap location.

The entire manufacturing process can be easily tracked in this module where the unbuild orders, scraps and status of the raw materials, purchase orders corresponding to the manufacturing order can also be managed effectively.

Inventory Tracking

The inventory tracking module helps the manufacturing process seamless as the complete control over the stock maintenance and inventory is achieved.

The raw materials are procured and processed for the production based on the sales order processed. We have automated the purchase order if the inventory is out of stock so that the manufacturing process can run seamlessly.

The application also helps notifying about the shortage of inventory and creates purchase order and invoice copy automatically.



Order Tracking

We have developed a key solution for tracking the status of each order and it becomes a promising aspect for the pinnacle team to get to know the status of each order and their current pipe-line of activity.

Each sales order will be processed with several manufacturing orders and purchase orders. It is highly mandated to know the status and dependency of each order against one another.

Shipping Management

The shipping integration is a key aspect in their business as the manufacturing cycle never gets completed unless the product is successfully delivered to the customer. We have provided an interface to track their shipments and share it with their customers.

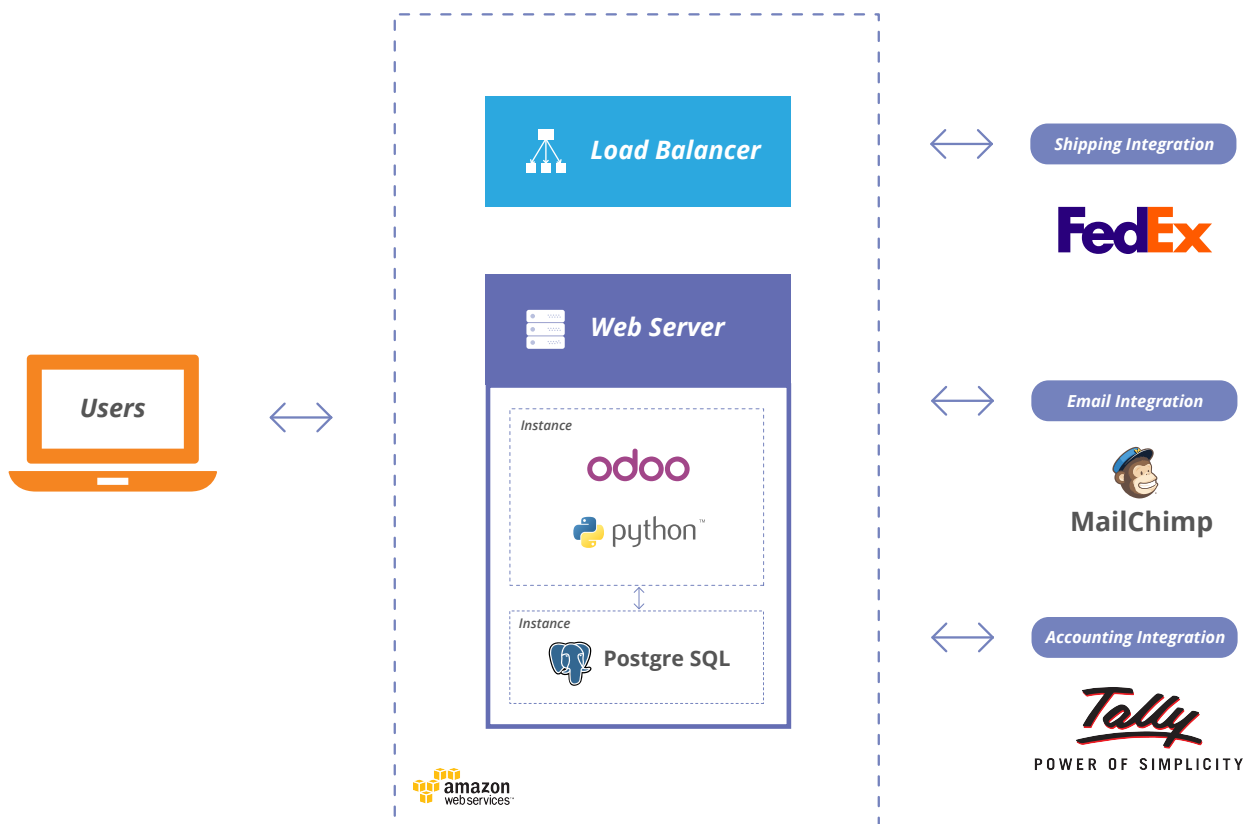
It helps calculating the real-time shipping rate calculation and can also help the users to add service charges, define and update new service, updating packaging type and Drop off type for fedex shipping. This has completely automated the shipping management in the application.

Tally Integration

Tally is largely used account management application across the globe. It also provides integration interfaces for all third-party application and Tally Online Odoo Connector will help to integrate Odoo to manage the inventory from Odoo side easily.

Tally Odoo Connector is a specially designed module which connect Odoo with Tally Online as well. We have developed this connector application for all purchase orders and accounting carried out in all branches.

Technology Architecture



The Outcomes

Reduction in Cycle Time

Due to the latest Odoo Application, allotment of material to a sales order is materialized and the average waiting time for each request has been drastically reduced to 30% as per the quality team.

Increase in Sales

The sales order requests have been increased as the leads management and production process got integrated in to a single platform that resulted in increasing productivity and sales order queues have been drastically reduced to 35% of the time spent on queue.

Cost Reduction

As per our client, the company has recorded increasing productivity and the waiting cost on the order queuing has been drastically reduced that also resulted in 15% of cost reduction due to our latest Odoo application.

End-User Satisfaction

The users of the applications are highly receptive towards the Usability and attracted towards the less complex intuitiveness hailing through-out the app.



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