

SAP Customer Success Story Asian Paints Ltd



AT A GLANCE



Industry

Manufacturer and Distributer of Industrial and Decorative Paints

Key Challenges

- **Lack of financial reports**
- **Operational inefficiencies**
- **Resistance from distributors to adopt an ERP system**

Project Objectives

- **Better visibility of financial data and tighter financial control**
- **Better operational efficiency**
- **To seamlessly integrate with SAP R3**

Solutions & Services

- **SAP Business One®**

Asian Paints Ltd

Background

Asian Paints operates in 17 countries and has 24 manufacturing locations around the world serving consumers in over 65 countries. By virtue of this, Asian Paints is the largest paint company in India and the third largest in Asia with a turnover of Rs77 Billion. Asian Paints uses SAP ECC and SAP CRM as its corporate wide ERP and CRM systems.

The Decorative Paints business is primarily run by a number of franchisees/ agents located in 13 cities across India. These franchisees / agents are smaller companies with less complex environments that did not wish to be burdened with the cost and complexity of the high-end SAP ECC system that was suitable for Asian Paints head office.

The head office, however, had clear objectives and benefits that Asian Paints wanted to see from the new system introduced into their eco system.

Those are:

1. Better visibility of financial data and tighter financial control
2. Better operational efficiency across all processes, from establishing first contact with the customer till completion of the painting and carrying out customer satisfaction survey
3. Simple, easy to use and intuitive user interface
4. Integration with the Corporate SAP R/3



Asian Paints selected SAP Business One, SAP's ERP solution for the SMEs since it provided an excellent platform for the Decorative Paints business. Furthermore, the SAP B1iSN (SAP B1 Integration for SAP Netweaver) allows seamless integration of data between the SAP Business One, SAP ECC and SAP CRM.



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Why an SAP Solution?

- **User-friendly**
- **Flexible**
- **Reliable world class software**
- **Cost effective**

Key Business Benefits

- **Improved revenue generation**
- **Production improvement**
- **Greater customer satisfaction**

Implementation Partner

- **Inecom Business Solutions (India)**

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Solution Architecture

The SAP Business One, along with B1iSN server, is hosted on a virtual machine at the head office at Mumbai which also hosts SAP ECC and SAP CRM.

Each of the franchisees accesses a SAP Business One company over the web. B1iSN facilitates the automatic routing of the sales opportunities captured in SAP CRM at Asian Paints corporate helpline toll-free number to the respective franchisee database in SAP Business One. As the sales opportunity progresses, updates are recorded in the sales opportunity module in SAP Business One and were seamlessly transmitted by B1iSN to update SAP CRM at the head office.

B1iSN also consolidated all financial transactions of all the franchisees into a consolidated database in SAP Business One for analytics as well as consolidated financial statements.

Benefits

Some of the key information requirements delivered are as follows:

- Customer / site / order wise margins
- Profit & Loss Account and Balance Sheet of each franchisee / agent
- Consolidated Profit & Loss Account and Balance Sheet for all franchisees/ agents
- Customer Satisfaction Survey Scores which can be linked to employee incentives

SAP Business One was an ideal fit for Asian Paints. Providing tight integration and a seamless exchange of information between the two systems, yet reducing both the cost of implementation and on-going maintenance, had they rolled out SAP ECC & CRM to their franchises.

SAP Business One caters and delivers for many MNC subsidiaries around the world. Some of the typical processes of those subsidiaries are all managed within the SAP Business One solution:

- Capturing a Sales Enquiry that is generated from the toll-free number
- Assigning the enquiry to the franchisee / agent nearest to the prospective buyer
- Creation and management of the sales activities of the sales personnel working for the franchisee / agent
- Managing Sales Opportunity Pipeline
- Creation of quotations, sales orders and collection
- Assignment of the contractor / painter to a sales order
- Back-to-back Purchase Orders for procurement of paint, booking of Dealer / Contractor bills
- Billing & collection from customers
- Legal compliances
- Customer Satisfaction Survey