



## Customer Case Study



### Overview

**Country or region:** India

**Industry:** Manufacturing

### Customer Profile

Roofco provide creative and innovative roofing solutions and materials that are high performance, cost-effective, durable, safe, and easy to install and maintain, and enhance the aesthetic appeal of the structure. Roofco is one of the best Roofing Company providing roofing materials throughout India. Roofco primary services include mezzanine floors, curved roofing, commercial flooring, wall cladding panels and we have dealt with most aspects of commercial fit out.

### Business Situation

Efficiency is the motto of Roofco. Having On-Time-Delivery as a key winning aspect, they want to guarantee their end-to-end roofing solutions – from understanding customer requirements to designing the structure to providing the best and most suitable material to installation – will all be executed within a time frame of 3 to 15 days.

### Solution

With the help of Atna Technologies, a Microsoft Gold Certified Partner, Roofco deployed a new, improved solution based on Microsoft® Dynamics™ NAV 2013.

### Benefits

- Speedy installations and turnaround time

## Roofco, Complete Roofing & Piping Solutions utilises Microsoft Dynamics NAV to serve its customers On-Time

.... speeds information flow, enables management to make better-informed business decisions, and significantly reduces our operational costs, thus reducing the total cost of ownership.”

Considering its rapid growth, the management at Roofco sought to integrate all the processes to increase productivity and streamline the supply chain management. In early 2013, it implemented Microsoft® Dynamics™ NAV 2013 with custom features to handle most aspects of the business. This fine-tunes processes, and ensures greater transparency, control, and accuracy. The Implemented solution provides accurate figures, which help the management, make better business decisions, in line with its ambitious future expansion plans.

"With Microsoft Dynamics and Atna Technologies, We have been able to improve cutting costs. The in depth requirement analysis and system study done by Team Atna, brought about a vast shift in the way we saw our business. Subsequent implementation has helped us become a more profitable operations. On time deliverable & labor efficiencies have improved"

**AJITH BHASKARAN**  
Managing Director

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important.

And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

## About Atna Technologies

Atna Technologies is a Microsoft ERP Gold Competency Partner that brings the best practices in Microsoft Dynamics by superior consulting and exact understanding of customer needs. The solutions are tailored to meet the requirements of specific needs of customers. The entire approach to ERP implementation is a consulting approach to business issues, ensuring Information Technology as a true enabler to business decisions. A unique combination of superior consulting and delivery skills ensures value for money and faster ROI for customers.

## For More Information

For more information about Roofco, call (91)0484 2536124 Mob: 93493 88822/24/26) or visit the Web site at: [www.roofco.co.in](http://www.roofco.co.in)

For more information about Atna Technologies products and services, call (91) (422) (2231010) or visit the Web site at: [www.atnatechnologies.com](http://www.atnatechnologies.com)

## Situation

Roofco Trading Company and Roofco Builders and Developers are part of Pipefield group of companies a 200+ crore turnover company, and the leading distributors of steel pipes and tubes and roofing materials.

Roofco present end-to-end solutions in roofing systems – from providing a complete range of advanced roofing materials to the design and installation of roofing solutions for industrial, commercial and residential projects. Roofco has a team of highly skilled and experienced professionals work closely with each customer, understanding requirements and providing highly creative and customized solutions that suit each individual need. Roofco focus on high calibre workmanship, attention to detail and fast turnaround time on each of our projects.

Earlier, Roofco was using Tally ERP. In 2013, it decided to deploy Microsoft® Dynamics™ NAV 2013 ERP at its Manufacturing facility (EXIMPIPE). In a short span of time, the same application was extended to Retail level to get broader view on single system. With an integrated and stable system in place, the production and supply were streamlined.

Initially the solution was integrated with Production system having multiple production orders with different lot numbers at Unit 1. Coil Sheets were converted to Roofing sheets of different dimensions and traded to another unit of Roofco which had no specific ERP system in place. Considering the complexities, the same NAV system was recommended at Showroom, Branches and Warehouse. This enables the management to have greater control on production, demand and supply, thus to serve customers on time with more efficiency.

The major challenges for such roofing companies would be managing the conversion factor between the raw material and finished goods. Raw materials were purchased in metric tonnes and converted to pieces or box as finished goods. Consolidating multiple units such as weight, thickness and length during costing was a major backend processing. It was achieved real time with help of Microsoft Dynamics™ NAV 2013.

Considering the demand for Roofing Solutions, Roofco decided to produce Roof Frames/Structures at another unit. This requires continuous information flow which was initially handled manually. They faced lot of challenges in Inventory maintenance and Sub-Contractor tracking. The Steel sheets were converted to Square, Rectangle and Circular frames which were to be supplied along with Roofing sheets for installation. So, Atna recommended to implement NAV 2013 at Pipe Manufacturing plant to get seamless information flow from Steel to Roofing structures. Now, the Management is able to get information from all 3 units at a single point which gives broader view on reporting and analytics.