



Team Thai accelerates business growth with Microsoft Dynamics NAV 2016

Customer

Team Thai – Ashique Enterprises

July 27, 2020

Partner

Atna Technologies

Products and Services

Dynamics NAV

Industry

Consumer Goods

Organization Size

Medium (50 - 999 employees)

Country

India



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To hone its competitive edge across diverse businesses, India-based Team Thai is embracing technology. Headquartered in Kerala, India, Team Thai has streamlined operations by digitizing its inventory management on Microsoft Dynamics NAV 2016 and enabled data-driven decision-making. During its digital transformation, the company accelerated growth across subsidiaries.

Founded in 1984, [Team Thai](http://www.teamthai.in/home/) (<http://www.teamthai.in/home/>) is one of the most notable corporate entities in Kerala, India. The group comprises businesses in consumer products, transport, calcium carbonate mining, building materials, personal care and home care products, and food products, including spices, tea, and coffee. Encompassing a diverse portfolio of offerings, Team Thai's subsidiaries cater to a wide range of customers.

The company's success story hinges on high quality and constant innovation in its portfolio, backed by research. "At Team Thai, our objective is to provide high-quality products at reasonable prices, so that a large number of people can afford superior products. Consumer trust, quality, and safety are the pillars of our business growth," explains Ashique Thahir, Joint Managing Director, Team Thai.. With diligence, dedication to excellence, and customer-centricity, we have succeeded in spreading our wings to conquer new horizons. Today, our diverse business interests spread across South India have helped us build a formidable presence in the region."

Getting clear, real-time insights

The backbone of Team Thai's operations is its network of 50 branches across the states of Kerala, Tamil Nadu, and Karnataka, and two manufacturing units that produce and stock varied products. Working with the company's traditional paper-based inventory tracking system, it was difficult for employees to gain insights on stock availability and plan for the months to come.

Consequently, the company's operations teams faced the following challenges:

- Lack of live inventory data. There was no visibility of real-time stock data. Available only in periodical reports, the data was often inaccurate or outdated.
- Lack of data traceability. Paper-based processes meant that business-critical information, like batch-wise output, quality control reports, and sales orders were stored in physical files, making it tough to track down data at a later date.

For the finance teams, keeping a check on transactions and expenses was a cumbersome affair. It was tough to control branch-wise transactions such as payments, petty cash, and bank reconciliation statements (BRS). Besides, maintaining a record of intercompany transactions and tracking branch-wise expense budgets were manual, time-consuming tasks.

"To boost on-shelf availability of our products, better serve modern customers, and empower our employees with next-gen tools, digital transformation was a business imperative," says Thahir. That's when Team Thai consulted [Atna Technologies](https://www.atnatechnologies.com/) (<https://www.atnatechnologies.com/>), a premium enterprise solutions company and a Microsoft Gold Certified ERP partner.

Fostering a comprehensive business management solution

Enhancing data visibility and turning data into actionable insights were key requirements, [Microsoft Dynamics NAV](https://dynamics.microsoft.com/en-in/nav-overview/) (<https://dynamics.microsoft.com/en-in/nav-overview/>) was Team Thai's first choice. "We chose Microsoft Dynamics NAV because of its varied functional capabilities that are well-suited for an SMB like ours. With scalability across businesses and geographies, ease of use, and customizable dashboards, the platform allows our teams to view real-time data from anywhere, anytime," explains Thahir.

Team Thai partner Atna's immediate plan was to use standard functionalities. "The cycle time for transactions was abnormally high with manual processes. Streamlining the supply chain processes was the focus area," says Rajesh K P, Director Atna Technologies. It was decided to give a model for greater inventory accuracy. This model was used as a pilot, and then rolled out to all branches. Besides this, integration of sales with finance made the system as a whole using SQL Server Integration Services (SSIS). This eliminated manual data entry and vouchers in finance. Integration with finance ensures that no manual reconciliations are required. Consumption and all statutory reports are automatically generated within the system.

"The well-set program improves supply chain management using forecast functionality. It drives demand and supply and improves transaction velocity. The solution now manages every aspect of our business," explains Thahir. This has reduced manual paper work to a great extent to meet statutory requirements. The purchase order (PO) authorization workflow eliminates all the irregularities in the supply chain and production, such as receiving

items against manual POs without approval. Even a minor change requires the PO to be authorized again, thus streamlining internal demand and supply. Similarly, restrictions are built into the warehouse module to prevent issue of material from specific bins, thus enhancing quality checks. This reduces time and increases accuracy.

Atna Technologies helped Team Thai across verticals to migrate its operations to Microsoft Dynamics NAV 2016. Today, various subsidiaries are also taking advantage of the platform for their sales and marketing, purchase, finance, manufacturing, and quality control functions.

Driving inventory intelligence with Dynamics NAV

With real-time information at their fingertips, Team Thai employees are now in a better position to make data-driven decisions. Use cases include:

- Digitized operations. For operations and supply chain professionals, insights on inventory availability have simplified demand-supply forecasting, delivery planning, and budgeting. Without the need for manual record-keeping, the workforce is engaging in value-adding activities and can manage timely demand fulfilment.
- Seamless accounting. For the finance teams, data traceability has introduced an element of transparency in organizational processes and made it easier to track branch-wise expenses, workflows, and intercompany transactions.
- Smoother sales. For sales personnel, the digital transformation has cut down the time and effort required for order booking, invoicing, and payment. Thanks to customer ledger data traceability, strategizing customer engagement initiatives is now easier than ever.
- Informed decision making. With access to management information system (MIS) reports at the touch of a button, business leaders get insights on key performance indicators (KPIs).

Ultimately, these benefits translate into significant customer success. With on-time delivery of a wide range of high-quality products at affordable price points, Team Thai has emerged as a leading brand in the state of Kerala.

Operable data shared across the modules has removed the need for slow and expensive manual reconciliation of financial and inventory positions. "Manufacturing, inventory, sales, and reporting efficiency has improved exponentially, enhancing system response and resilience," notes Abdul Mujeeb.C, Head (implementing team) at Team Thai. "Atna's new solution model eliminates human error, speeds information flow, enables management to make better informed business decisions, and significantly reduces our operational costs, thus reducing the total cost of ownership."

"Our digital transformation with Microsoft Dynamics NAV has empowered our knowledge workforce with accurate, real-time business insights," concludes Thahir. "The solution is also helping in other ways, such as improving selling route efficiencies, forecasting sales better, and strengthening operational planning. In an extremely competitive business landscape, Microsoft Dynamics NAV gives Team Thai that edge that helps us stay ahead."

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