Case Study

Faasos shuns Legacy System, adopts Sage 300 for Scalability and Growth

sage

Case Study
Overview

About Faasos

Incorporated in 2011, Faasos is India's first and largest food technology business. The company's forte lies in speedy and seamless delivery of quality food, high in taste. As the only vertically integrated food business in the country, Faasos technologically operates all the three important aspects of a 'Food on Demand' business, viz. Ordering (the most convenient ordering app in the country), Distribution (availability of food across different cities) and Fulfilment (Delivery through the company's own logistics or delivery boys). Series A from Sequoia Capital in FY2012 and Series B by Lightbox Ventures, Sequoia Capital and Innoven Capital in FY2015, has assisted Faasos in its expansion plans significantly. With its wide assortment of sumptuous meals from breakfast to dinner, delivered to customers at any time of the day; Faasos aims to become the best-in-class '**Food on Demand**' business in the country, with the apropos tagline '**We Got Your Food'**.

With rapid and exponential growth, Faasos is striving to embrace new technologies to manage its growing business seamlessly and offer better customer service.

"Our exploding growth uprooted the need for a cutting-edge, faster and flexible ERP system that could outperform our legacy system

whilst keeping up with the growing business pace and helping us serve our customers in a more personalised and effective manner."

- **Jaydeep Barman**
  Co-founder
  Faasos

Customer
Faasos

Industry
Food & Technology

Users
25

Solution Implemented
Sage 300

Case Study
Challenges faced by Faasos

Challenges faced with Legacy POS and Tally ERP

Faaso's was using legacy Point of Sale (POS) system for store sales and inventory management, whereas for finance and accounting, the fast food chain was exclusively dependant on the ubiquitous Tally software.

Challenges faced with Tally:

- Low or substandard data security
- No provision of modifying journal vouchers
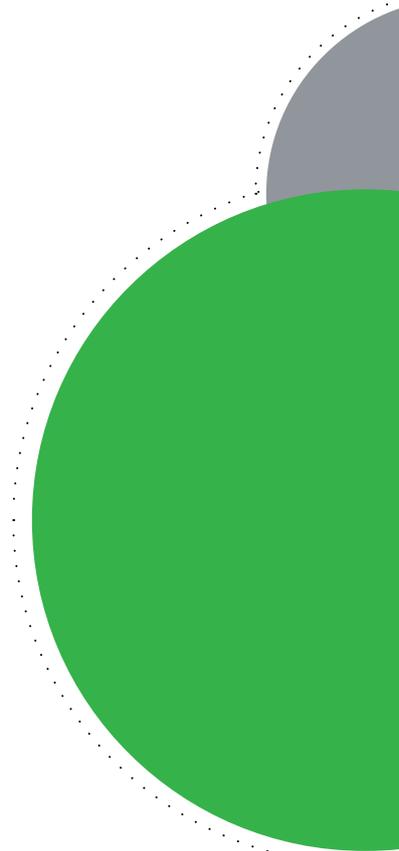- Lack of web-based functionality

Challenges with POS:

- Poor data flow between host and store systems hindering real-time data access
- Rising maintenance costs
- Integration issues with new hardware or applications
- Connectivity problems
- Extensive training
- Complex set-up of network connections, software and hardware

Swiftly growing operations and the need to manage surplus transactions occurring at multiple locations called for a comprehensive and faster ERP system.

"We suggested Sage 300, a cutting-edge ERP system with enterprise-wide coverage that provides impeccable functionalities, robust integration capabilities and ability to scale with growing business seamlessly. It also helps to manage heaps of day-to-day transactions seeping in from various geographies."

- **Jitendra Somani**
  Chief Executive Officer
  Sage Software Solutions Pvt Ltd

Case Study
Implementation Problems and Solutions

Sage 300 - The Perfect Saviour for Faasos Dinging POS and Tally

Implementation of Sage 300 helped managers at Faaso's to receive actionable, real-time and ready-to-leverage data pertaining to customer preferences and purchase. This helped Faasos to offer better customer service, improve their marketing efforts, boost revenuemanagement and curb operational costs significantly.

Why Faasos chose Sage 300 ?

Here are *few perks* of Sage 300

- ROI calculation simplified
- Business Intelligence reporting at keystroke
- Streamlined purchase and supply management
- Up-to-date inventory tracking and management
- Single and unified data repository
- No need for different systems for different business processes
- Statutory, MIS and financial reports at a click
- Production, order and sales entry simplified
- Faster customer processes and receipt generation
- Cost and time-saving billing processes
- No data duplication
- Data transparency

How Sage Software helped in Implementation of Sage 300?

The biggest roadblocks during implementation were as follows:

- Integration problems between legacy POS system and ERP solution
- Syncing incoming data from all the outlets spanned across the country
- Creating and merging reports

"We at Sage Software abide by the motto - 'every business is unique irrespective of the industry.' Thus, individual and meticulous approach was the touchstone during the implementation process."

- **Kumar Siddhartha**
Managing Director
Sage Software Solutions Pvt Ltd

Our proficient crew of tech consultants, software engineers, implementation experts and project managers worked diligently putting in everything to ensure optimum and business-wide implementation.

In addition, Sage Software is unfailingly following up with Faasos to offer rock-steady customer support and handholding as and when required to deliver a smooth post-implementation experience helping users at Faasos to get a strong foothold over the newly rolled-out Sage 300 solution.

Case Study
Feature rich ERP

Feature-rich ERP for Streamlining Critical and Complex Business Operations

Challenge

Solution

Result

Before the implement-ation of Sage 300, personnel at Faasos were using the staple Microsoft Excel for preparing finance reports and POS for transaction related activities. This legacy practice posed a great threat to the security of all the critical data being worked upon.

Implementation of Sage 300 streamlined the entire accounting process ensuring optimum data security and transparency, all in real-time basis. This provided managers and sales reps at Faasos with instant access to all the critical data that they can leverage to make informed business decisions.

Sage 300 proved successful in addressing all the pain-points and loopholes experienced when using Tally and POS for Faasos whilst enhancing customer experience, boosting productivity by rooting out redundant processes, offering actionable insights/analytics to help managers take sound business decisions and curb operational cost to a substantial level.

About Sage Software Solutions Pvt Ltd

Sage Software Solutions Pvt Ltd is a leading ERP, CRM and HCM provider in India. Sage Software Solutions is a distributor of Sage Asia Pte Ltd in India and also distributor of Pocket HCM with offices across India. Headquartered in Mumbai, Sage Software Solutions boasts of a pan-India presence with offices in Chennai, Delhi and Bengaluru as well for serving businesses in every corner of India. For more details, feel free to visit *www.sagesoftware.co.in* or give a shout out at *Facebook* or *Twitter*.

022-67687800 / 874

1800 – 3000 – 1595

SMS SAGE to 56767

sales@sagesoftware.co.in

www.sagesoftware.co.in

sage

Sage Software Solutions Pvt. Ltd.

301, 3rd Floor, B wing, Everest Nivara Infotech Park, MIDC Main Road, Indira Nagar, Turbhe - 400705 | Navi Mumbai | (022) 67687874 **|**
GF-22, Augusta Point, Golf Course Road | Gurgaon | (0124) 4227769 **|**
810, MLS Business Centre, Kuppu Arcade, T Nagar | Chennai | (044) 66659234 **|**
305, Amashree Chambers, 4th Block, Kormangala | Bengaluru | (080) 41706330
www.sagesoftware.co.in