Case Study

Gwalior Alcobrew Private Limited
Distilleries and Alcohol Manufacturing

About Us

Gwalior Alcobrew Pvt. Ltd. (GAPL) is the flagship company of the Bapuna Group. GAPL's distillery is situated at Gwalior District, Madhya Pradesh. GAPL is engaged in the manufacture of Rectified Spirit and Extra Neutral Alcohol from grain and molasses. At the time of its installation, GAPL was the largest plant for producing grain-based spirits in the country and was the first distillery in the state of Madhya Pradesh to produce grain-based spirits. Today, GAPL is the largest producer of spirit in Madhya Pradesh.

In addition to producing and bottling its own brands, which are today well accepted and strongly entrenched in the market, GAPL also bottles popular brands for industry leaders like Pernod Ricard India Pvt. Ltd., Radico Khaitan Ltd.

The company has a long-standing reputation in the industry for abiding by uncompromising levels of business ethics and providing quality products.

Challenges faced by GAPL

Prior to implementation of ERP, the company used to maintain all the records using Spreadsheets the traditional accounting software was not integrated. Company also relied on some manual processes to meet requirements of Quality Control, Production Process, Inventory Management, Sales and Purchase operations.

Managing record manually resulted into the following limitations for GAPL :-

Difficulty in decision making

On Demand reporting

Discrete sets of systems

Human Errors

Risk of Duplication

"We at GAPL were and are in process of tremendous growth phase. Being an Industry leader and trend setter and to be prepared of next steps of organization growth we wanted a system which can help us to operationalize mission and vision of management" mentioned Mr. Mazdiar Bapuna, Director for GAPL and Bapuna Group.

"Our Vision is to make GAPL a world class manufacturer of Fine Spirits by following global best practices in Scheduling, Quality Control, Process Optimization and Reporting; we are glad to have chosen Sage X3 as an ERP system after evaluating multiple solutions and Sage Software Solutions as a growth partner in our journey" continues Mr. Bapuna.

"Sage X3 has helped us to implement and improve lot of processes in various business functions and today we have improved our decision making to much more agile, quick helping us to respond to changing market dynamics and much quicker way" concludes Mr. Bapuna.

What GAPL wanted as a solution?

With a better line of sight, Sage X3 Enterprise Resource Planning (ERP Software) enables companies to plan and utilize resources in more optimum manner. Without a structured ERP software in place, companies tend to operate in a siloed approach with each department operating its own disconnected system. Also, it directly affects the Profitability and growth plans of the organization.

Role of Sage X3 ERP Software

The newly implemented SageX3 ERP eradicates all the issues that were occurring due to manual entries. It has following advantage over manual data management.

- Enhanced Business Reporting
- Better customer service
- Improved Inventory Costs
- Improved Cash Flows
- Better Data Management
- Supply Chain Optimization

Why did GAPL choose Sage Software Solutions as their solution provider?

Sage X3 as an ERP offers best of breed ERP software to Small and Medium Sized enterprises (SME) companies. Sage X3 brings best of technology, processes, reporting and analytics which were considered to restricted to fortune 1000 companies. Despite being feature rich ERP solution, Sage X3 is easy to implement, easy to use, easy to maintain and upgrade software. With capabilities to be accessed via any browser, mobile interface Sage X3 allows companies to integrate various physical locations on one common cloud platform

"

"Sage X3 remains as centre point of many innovations happening for Sage group and for our company as distributor partner. As we progress, we are privileged to introduce latest global technology in ERP solutions within reach of medium sized business in India." - Jitendra Somani, CEO, Sage Software Solutions.

"

Key contributors for Success of Sage X3 at GAPL

1

Employee involvement: GAPL made sure that key employees across various functions of organization are involved from start. GAPL formed core team to implement Sage X3 ERP as strategic initiative for organization directly reporting to Board of Directors of Bapuna group. Team ensured timely review meetings, status checks and quick decisions from Management team of GAPL for successful roll-out. This was complemented by equally efficient team from Sage Software Solutions comprising Technical Product Specialists, Certified Functional Consultants rich with Domain Knowledge.

2

Clearly defined project scope: Having a well-defined and written scope of work can clearly result into a successful project with functional and financial benefits. Teams at GAPL and Sage Software Solutions ensured utmost clarity on the project scope and the resource allocation.

3

Keeping stake holders informed: The stake holders were timely informed for the changes and new updates that were carried out on the ERP system to collaborate both technical and business aspects of the projects.

4

Training for Users: Training being the most important aspect of the ERP software implementation process, this project was led without any prejudices. Training and adaption to new system always remain challenge for any SME organization. Teams from Sage Software Solutions tried to ensure right and flexible training schedule for GAPL users spread across various states. Sage Software Solutions team provided training to Users, Managers as well as Management team of GAPL to utilize Sage X3 in most optimum manner.

5

Post Implementation Review: All the issues were timely addressed and solution was provided for the same. Adequate post go-live refresher trainings as needed were given to the end users along with all the documentation which they could refer on a timely basis. Post implementation all processes were audited to ensure adherence to the Statement of Work or SOW document.

Sage X3 Implementation Benefits

The newly implemented SageX3 ERP eradicates all the issues that were occurring due to manual entries. It has following advantage over manual data management.

- Enhanced Business Reporting
- Better customer service and improved customer satisfaction for GAPL
- Optimized Inventory Costs
- Highly efficient Manufacturing and Quality processes
- Better Data availability and Cloud based access
- Improved Supply Chain Management

How secure is the new system as compared to the old/traditional system used?

- It Is simple and intuitive to use, reducing user errors.
- Features regular patches to combat security threats.
- Offers advanced password options, including minimum lengths and lockouts.
- Enables secure cloud and mobile access.
- Can also be installed on-site for complete control.
- Is routinely updated to meet changes in legislation.
- Can be integrated safely with other partner software, cutting data transfers.
- Adapts to teams' roles, preferences and workflows without on-site workarounds.

"

"We are honoured to be partner with Sage and delighted to have GAPL as our esteemed customer, it has been now a 5 year journey with GAPL as their technology partner. We thank entire team of GAPL specially Management and Board of Bapuna group for their continuous support for last 5 years and making sure our business relationship is of mutual interest," concludes Jitendra Somani, CEO, Sage Software Solutions.

"

Results

Sage X3 allowed GAPL to improve overall operations in areas of Finance, Accounts, Production and Purchasing and Sales Management. Sage X3 also helped GAPL to improve NPS or Net Promoter Score by responding to customer queries faster, ensuring timely committed delivery schedules and maintaining strict Quality control expectations in highly regulated industry.

Sage X3 reporting also ensures Statutory Compliance at much faster and efficient manner which is key business requirement for companies engaged in Alcohol or Spirts Manufacturing

Customer

Gwalior Alcobrew Private Limited

Industry

Distilleries and Alcohol Manufacturing

Total System Users

30

Solution Implemented

Sage X3

Using Sage X3 Since

2017