

THIS ISSUE: HOW ERP CAN MANAGE CREDIT CONTROL AND COLLECTIONS

FOCAL POINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

July 2016 • Issue 13

GROWTH MODE

**AL ERSHAD GROUP CEMENTS
GROWTH PROSPECTS AFTER
DEPLOYING FOCUS 8**

COMPANY NEWS

FOCUS SOFTNET SIGNS
SP SYSNET AS GOLD
PARTNER

CASE STUDY

OMAN-BASED KHIMJI
RAMDAS GROUP
DEPLOYS FOCUS I



AN
INNOVATIVE
PRODUCT
FROM
FOCUS
SOFTNET





ROBUST ERP & BUSINESS GOVERNANCE PRODUCTS



MANUFACTURING



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RETAIL



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P.O. Box: 500151, Dubai Internet City, Dubai, U.A.E.
Tel: +971 4 3912670, +971 4 4347395 | Fax: +971 4 3918700
E-mail: sales@focussoftnet.com | www.focussoftnet.com

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FOCAL POINT



International HO

Grosvenor Business Tower
17th Floor Office #17-10 & 17-11
Tecom Area, Emirates Hills South Barsha
PO Box 500151 Dubai-UAE
Tel: +9714 - 4347395
Fax: +9714 - 4327545
Email: dubai@focussoftnet.com

Corporate H.O.

6-3-659/A, Kapadia Lane,
Somajiguda, Hyderabad - 500 082
Tel: +91-40-40353535
Fax: +91-40-23396674
Email: hyderabad@focussoftnet.com

India
Hyderabad
Tel: +91-40-40353535
hyderabad@focussoftnet.com

New Delhi
Tel: +91-011-4304 3333
delhi@focussoftnet.com

Mumbai
Tel: +91-22-61419786
mumbai@focussoftnet.com

Kolkata
Tel: +91-033-40163535
kolkata@focussoftnet.com

Chennai
Tel: +91-44-30487777 / 30481111
chennai@focussoftnet.com

Bangalore
Tel: +91 80 25550700
bangalore@focussoftnet.com

Pune
Tel: +91 20 40111360
pune@focussoftnet.com

UAE
Dubai
Tel: 04-3912670
dubai@focussoftnet.com

Sharjah
Tel: 06-5695358
sharjah@focussoftnet.com

Abu Dhabi
Tel: 00971 2 6228277
abudhabi@focussoftnet.com

Saudi Arabia
Jeddah
Tel: +9662 6575317, 6575275, 6528616
jeddah@focussoftnet.com

Riyadh
Tel: +966-1-403 9787, 403-2876
riyadh@focussoftnet.com

Al Khobar
Tel: 9663 8645819, 8645841, 8650491, 8650492
khobar@focussoftnet.com

Kuwait
Tel: +965 -2240410/13/15
kuwait@focussoftnet.com

Bahrain
Tel: +973-17212763
bahrain@focussoftnet.com

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A MESSAGE FROM THE CEO

Dear Customers and Partners,

Focus Softnet recently completed 25 successful years in business. From a home start-up in Hyderabad, India in 1991 to having 27 offices and an extensive network of partners across 17 countries in 2016, Focus has come a long way. Credit for this incredible journey of growth and success goes to our visionary founders, our hardworking team and, our customers and partners for believing in us.

We celebrated this momentous occasion with our team at Focus' Annual Company Meet in Greece, where more than 150 people including our sales, R&D, operations and marketing teams and their families flew in from across the globe.

We had another successful year of growth both in terms of products as well as sales. We would like to thank our team, customers and partners for their contribution to Focus' growth and success. Our development team has worked relentlessly to improve our solutions with new features and functionalities based on customers' feedback. We thank them for their hard work and dedication in releasing the latest and most innovative solutions.

In 2016 and beyond, we will continue to invest heavily in R&D to develop and upgrade our

mobile and cloud-based solutions and will look to expand our geographical footprint.

In this edition, we have two interesting case studies from Khimji Ramdas Retail in Oman and Al Ershad Group in the UAE, newly released features for our products, customer wins and the Knowledge Zone covering the credit control and cash flow management features of Focus ERP.

Hope you enjoy reading this edition of Focal Point.



Ali Hyder
Group CEO,
Focus Softnet

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NEW CUSTOMER WINS FOR FOCUS SOFTNET



► The Al Ershad Computer showroom in Computer Plaza.

AL ERSHAD GROUP DEPLOYS **FOCUS 8**

LOOKING TO CEMENT OPERATIONS AND GROW ITS BUSINESS, AL ERSHAD GROUP RECENTLY DEPLOYED A NEW GENERATION ERP SOLUTION THAT FULLY INTEGRATES BI TOOLS AND PROVIDES REAL-TIME, MULTI-DIMENSIONAL REPORTING

Incorporated in 2002, Al Ershad Computer (AEC) is an established IT reseller with a presence in the UAE and Bahrain, and serves markets in other countries in the MENA region and the Indian subcontinent. Over the last 14 years, the company has grown vertically and horizontally with 11 showrooms and its corporate office with 110 employees and a wide network of partners. Over the years, AEC has emerged as one of the trusted resellers in the region dealing in end-to-end IT products and services.

Headquartered in Dubai, AEC has a strong presence in Computer Plaza, an exclusive and dedicated mall for all IT products, with four major retail outlets and its corporate office. The company also has other retail showrooms

in Bur Dubai, Abu Dhabi, Sharjah and Bahrain. AEC has earned the reputation of being the most complete and trusted source for computer hardware, laptops, tablets, PC components, Servers, Alternative Power Devices, storage devices, computer peripherals, networking products, security software and memory solutions.

“We launched Al Ershad Computer Trading with a vision to become an icon in the IT business by surpassing the expectations of all our customers and stakeholders. Our mantra has always been ‘Our customer is the king’. AEC’s objective is to offer our customers the best in technology, service and support so that their expectations are not just met but exceeded. Hence, we have partnered only with reput-

ed global vendors to bring the latest and best hardware, software and components to meet their every technological need,” said Younus Hassan, Chairman and Managing Director, Al Ershad Computer Trading LLC.

AEC sells solutions from vendors such as HP, Acer, Lenovo, Asus, Seagate, Intel, AMD, D-Link, Netgear, QNAP, Synology, Asrock, ECS, Kingston, APC, Eset, Kaspersky and Microsoft on wholesale in the UAE and across the region. The company endeavours to provide customers with full-fledged services that include superior products, exclusive customer service, competitive pricing and a wide range of services to ensure that the customer’s IT infrastructure is running smoothly.

Case Study/ Al Ershad Group

“As a group, we have always strived to cater to our customers’ every home and office automation requirements. We make every effort to be a trustworthy long-term partner to our customers by offering the most exceptional and professional customer service,” Hassan added.

AEC has been a Focus customer since its inception. The company began with Focus 4.5 and subsequently upgraded to Focus 5, Focus 6, Focus RT and most recently Focus 8. “My relationship with Focus Softnet began nearly 20 years ago when I was working with another company, which was a Focus customer. Being a Focus user, I couldn’t think of any other vendor’s software when we began operations 14 years ago. We have used nearly every version of their ERP solutions and Focus Softnet has been our trusted technology partner in our successful journey so far,” he explained.

In 2016, AEC deployed Focus 8, a new generation ERP that fully integrates a comprehensive BI tool and provides real-time, multi-dimensional posting of transactions which result in real-time reports. Built on Microsoft technologies — Windows Presentation Foundation and Windows Communication Foundation — Focus 8 offers the company superior features, greater flexibility and scalability.

“AEC’s operations have grown, where each of our 12 retail outlets function as individual business units. We deal in hundreds of products from different vendors, which means we needed to keep track of a huge amount of inventory. Hence, timely reporting from each of our showrooms was really important as our procurement team could then ensure that stocks are replenished if they drop below a certain level. We also wanted to centralise our operations, where data from each of our outlets was reported to the headquarters. Hence we felt upgrading our systems to Focus 8 was the right decision for our business,” Hassan added.



► Younus Hassan, Chairman & MD, Al Ershad Group.



► Balgopalan says Focus 8 allows centralised reporting.

AEC deployed the sales, finance, inventory and procurement modules of Focus 8 and the implementation went live in February 2016. The solution offers AEC’s senior management 24 x 7 accessibility through its smart device interface, while keeping the total cost of ownership low. Focus 8 also allows the company to synchronise offline sites, add users and adopt greater functionality as its business grows. Focus offers built-in support for multiple languages and multi-currency transactions where AEC so that can do business around the globe.

“Prior to implementing the Focus 8 solution, each of our branches was considered a separate unit and it took our team a lot of time and efforts to compile data from all our units to get a consolidated view of our sales, inventory and even RMA,” said Balgopalan GM, Al Ershad Group.

Balgopalan said the new software offers the group a centralised reporting as well as multi-branch reporting: “Each branch gets notifications if any of the products are below the minimum numbers so they could place an order. We get a real-time inventory view of our stock and any incoming and outgoing products and sales can be updated on the server in real-time.

“The serial number of each product that we sell is registered in our system. In case a customer wants to return a faulty product, Focus 8 helps

us in tracking details on the product and the supplier details from where we procured it, which is really important for RMA and makes it easier for us to get it replaced or repaired much faster,” he added.

Looking ahead, AEC is confident that with Focus 8 the company will not only have the visibility and accuracy of its inventory but a more efficient financial system that will save it time and help use its human resources in a more efficient manner. The company is looking forward to using Focus 8 to its fullest capacity and in turn streamlining operations for a more productive business model.

“Focus 8 has given us the power and tools to see our business in a new way, which in turn has helped us improve our operations and productivity while helping us plan, visualise and accelerate our company’s growth. From retail to reselling to sales, we only use Focus,” said Hassan.

“AEC is our valued customer for the last 14 years having used Focus 5, Focus 6, Focus RT and now Focus 8. We are happy that AEC chose us to play a key role in their success. We look forward to being their trusted partner in their growth and expansion plans in future,” added Sunil Mathew, COO at Focus Softnet. 🚀

“Prior to implementing the Focus 8 solution, each of our branches was considered a separate unit and it took our team a lot of time and efforts to compile data from all our units to get a consolidated view of our sales, inventory and even RMA.”

Balgopalan, GM, Al Ershad Group

FOCUS SOFTNET CELEBRATES SILVER JUBILEE MILESTONE

SETS SIGHTS ON NEWER MARKETS AT THE ANNUAL COMPANY MEET, WHICH THIS YEAR WAS HELD IN GREECE

Focus Softnet recently celebrated its 25th anniversary with its employees and their families at its Annual Company Meet (ACM) held in Greece recently. The company attributed its successful journey to its customers' confidence in innovation and its employees, who the company said it considers to be its most valuable assets.

Speaking to commemorate the company's feat, Ali Hyder, Group CEO, Focus Softnet said: "The last 25 years have been an incredible journey for Focus Softnet. From a home start-up in Hyderabad, India in 1991 to having 27 offices and an extensive network of partners across 17 countries in 2016, we have come a long way. The credit for our growth and success goes to our visionary founders, our hardworking and dedicated team, and our customers and partners for placing their trust in us over the years."

Hyder said customer experience and satisfaction have been a top priority for Focus Softnet.

He added that by re-engineering business processes and optimising resources, developing and deploying user-friendly, flexible and cost-efficient industry specific solutions, the company has helped more than 50,000 businesses across the globe to increase productivity and efficiency, and run better.

"I would like to congratulate and thank all Focusites for these 25 years, which is a testimony of their perseverance and hard work. The journey has just begun as we embark on a new era of accelerated growth and renew our pledge to work harder to speed up the pace

towards even bigger success," he added.

Focus Softnet's annual symposium and the gala awards ceremony took place in Athens, where senior executives from the company met and shared their ideas, experiences, successes and strategies with each other. Apart from regional presentations on growth and strategies, the company also announced its annual results, future product roadmap, and strategies to increase revenues across its operations.

The company also recognised the stellar efforts of its team and announced some well-deserved promotions in the development, operations and sales teams. Senior management also presented performance-based awards and incentives to deserving employees.

Focus Softnet has continued to gain success across continents and its strong R&D, sales and operations teams give the right background and provisions for fueling further growth and achievement in its field.

With the company's focus now on newer technologies such as cloud and mobile apps, Focus Softnet plans to invest more in R&D, HR, training and enablement programmes for its customers and channel partners.

"The last 25 years have been an incredible journey for Focus Softnet. From a home start-up in Hyderabad, India in 1991 to having 27 offices and an extensive network of partners across 17 countries in 2016. The credit for our growth and success goes to our visionary founders, our team, and our customers and partners."

Ali Hyder, Group Chief Executive Officer, Focus Softnet



► Focus Softnet staff that received top honours at the event.



► Employees and their families at the event in Greece.



► Senior management of Focus Softnet.

FOCUS SOFTNET SIGNS SP SYSNET

FOCUS SOFTNET APPOINTS SP SYSNET AS GOLD PARTNER IN APAC COUNTRIES

Singapore-based IT infrastructure and solutions provider, SP Sysnet, has signed with Focus Softnet, as its Gold partner and Business Associate for Singapore, Hong Kong, and adjacent Asia Pacific (APAC) countries.

SP Sysnet has been primarily active in IT consulting, procurement, service delivery, solutions implementation, training and support services across multiple Asia Pacific countries.

In terms of the agreement, SP Sysnet will help Focus Softnet to increase market share in the region and bring value to its installed customer base. At the



▶ SP Sysnet will help Focus Softnet to increase market share in the region.

same time the specialist software company will gain access to new markets where it can upsell and cross sell.

“Solution partners like SP Sysnet with competency in systems and network infrastructure and

installed base in emerging markets can bring win-win advantages for business application vendors like us. We are excited about the possibilities going forward in the fast growing, emerging Asia Pacific market and adjacent

countries,” said Baqtiyar, Regional Head – Far East, Focus Softnet.

SP Sysnet was founded in 2004 and began its business by offering IT consultancy services to its customer base in Singapore.

The company has gradually moved up the value chain to offer hardware consulting and global delivery of IT services, network, security, data centre, server, office IT asset management and helpdesk services across Asia.

SP Sysnet positions itself as one stop, end-to-end IT infrastructure solutions provider. With China as an adjacent market to Singapore, Focus Softnet is confident of the partnership expanding to these new exciting markets.

SRI SATHYA SELECTS FOCUS 8

AGRI-BUSINESS FIRM TO STREAMLINE BUSINESS OPERATIONS

Andhra Pradesh-based agri-business firm Sri Sathya Agri Biotech Pvt Ltd, a producer and distributor of high quality seeds under the established brand name, Sri Sathya Seeds, has announced that it has selected Focus 8 to streamline its business operations.

The company said it has selected Focus 8 because it wants to leverage the benefits of technology for better control, and transparent tracking of activities spread across multiple regions.

Sri Sathya Agri Biotech added that it decided to deploy Focus 8 to enable seamless integration between its functional departments



▶ Sri Sathya Agri Biotech has won several awards in the agriculture industry.

for unified data analytics.

According to the company, the solution will ensure processed driven workflows in the areas of Research and Development, Production, Processing, Packing, Sales and Marketing, and Administration.

Focus 8 was chosen for its arc-

hitecture, advanced features, modules, scalability and flexibility in addition to the vendor’s expertise and local support and services, the company stated.

Under the able leadership of K. Ramakoteswara Rao (who was awarded as “Best Seed Entrepre-

neur for 2014 in the states of Telangana & Andhra Pradesh” and an International award as the “Fastest Growing Indian company Excellence Award” in Bangkok for 2015), he has guided the company to experience rapid growth.

Sri Sathya Agri Biotech said the company has grown from strength to strength with extensive operations across India and has become a trusted brand for seeds amongst the country’s farming and agricultural community, channel and suppliers.

According to the company, it has achieved this due to its continuous innovation in every field of activities such as research, production, quality and marketing.

FOCUS ON NEW FEATURES

FOCUS SOFTNET HAS ALWAYS BEEN AHEAD OF THE CURVE, AND RECENTLY INTRODUCED THE FOLLOWING FEATURES TO ITS POPULAR PRODUCTS

FOCUS **FIG**

FOCUS **e**RRMS

FOCUS **CRM**

FOCUS **&**

FOCUS 8

- **Standard costing**

Focus 8 now allows users to maintain cost accounting by standard costing method. This is in addition to the FIFO and weight average method available as stock valuation methods.

- **Online Reports from Transactions**

This feature allows users to open reports from transaction entry screen by tagging them to specific masters in Transaction Configuration. After definition, if user clicks on Ctrl+Shift+L during data entry Focus 8 opens the report with filters applied.

- **Info Panel Enhanced**

In Masters an additional info panel is provided for ageing analysis when you edit/view customer account.

- **Stock Rate Calculation**

An option called "Do-not-use real time rate" is provided, which when selected in editing the documents will calculate the stock average rate by date and not by transaction ID.

- **Print document set**

Using this feature a set of multiple documents can be printed together. This is useful when the user wishes to print delivery note along with picklist, or delivery and invoice together.

- **Document attachment in print**

One can print attachments to the invoice or vouchers. For example, if user wishes to print external pdf file, which carries the product description along with product, would be possible.

- **Multiple Print layout by Customer**

Focus 8 now allows users to configure the print layout for each customer

- **Add to stock value from payment voucher**

Has option to add additional expenses like freight value to stock value from journal vouchers

- **QC module**

Quality control module is implemented to allow items to pass through quality testing before getting added to the available inventory.

- **TDS Module**

Focus 8 now allows users to calculate TDS and post the same to payroll

- **Posting of charges from Bank Reconciliation**

Provided option to post the additional bank charges from bank reconciliation module

CRM

- **Module 360 Degrees**

It gives a broader picture, in and out information of a particular module in terms of reports, graphs and other entities at one place.

- **Customer 360**

It gives a complete picture of all activities of a customer including opportunities, requests, orders, quotes and work-logs etc.

- **Email to Request / Lead / Module**

Mails sent to a dedicated email address can be converted to a request or lead or any module configured in CRM.

- **Print Layout in Crystal Reports**

Now you can customize any complex print layout in Crystal report and configure the same

- **Notifications in Dashboard**

All the notifications can be seen on the dashboards

- **Hash Tag Details in Dashboard**

All the hash tags with the respective module names and counts can be seen in dashboard.

- **Shortcuts on Dashboard**

One can create shortcuts for any kind of view on the dashboard.

- **Filter Open Activities based on Status**

One can filter the open activities status wise.

POS

- **Dynamic Set**

New product type dynamic set is added in product master. If selected on main screen, a popup will open where the user can add individual items at run time into the set.

- **Login**

With a Preference setting system, it will restrict other users to login except for the user who has done day in

- **Manager Approval for Footer discounts**

Based on a preference setting, Manager has to approve the discounts given by a cashier in footer fields of main screen.

e-RMA

- **Allowing Items to Add After Bill Print**

User can add new items even after bill print and print partially to kitchen.

- **Editing & Auto selection of Pax**

If the preference is selected, system will automatically take the Pax number for the table as 1 without opening of the Pax selection popup.

- **Search**

Added new search condition where user can Search an item within the menu

- **Price**

User can enter Rate manually if the rate is for the item is zero or not defined in price book based on preference.

FOCUS ON *FOCUS 8*

FOCUS 8, A REVOLUTIONARY NEW PRODUCT FROM THE ARSENAL OF FOCUS SOFTNET, COMES PACKED WITH FEATURES, BOTH NEW AND ENHANCED, WITH ONE OBJECTIVE TO REVOLUTIONISE THE ERP EXPERIENCE

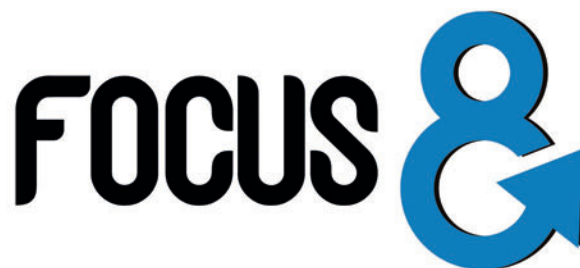
The preceding editions of Focal Point discussed the CRM Integration aspects of Focus 8. This time Focus on Focus 8 takes a closer look at:

Authorisation Definition

Organisational hierarchies are a critical component in ensuring organisational accountability. Authority is cascaded throughout organisational chains thereby ensuring an equitable spread of responsibility which ensures organisational decision making is kept within strict parameters.

Having structured organisational hierarchies is simply not enough. It is critical that delegation of authority and accountability of the delegated authority is carefully architected thereby ensuring smartest results which are highly competitive, safe, and pro-organisational.

Many organisations have within them the wherewithal to make this happen. The greater challenge however, as organisations grow in size and scale, is the ability to govern the accuracy of the decision making authority delegated across organi-



sational hierarchy. Moreover, as the scale and size of organisations grow, the risks of decision making, themselves, are greater as well.

The product has been designed with a significant emphasis in revolutionising the following activities:

Growth & Scalability	Advanced Workflows
Online & Offline Sync	Advanced Authorisations
iOS & Android Compatibility	Advanced Escalations
Advanced Business Intelligence	Communication Tools
CRM Integration	Advanced Report Writer

“Having structured organisational hierarchies is simply not enough.”

Authorisation Escalation

Focus 8 has the answer. Focus 8 takes on the role of organisation administrator by allowing selection of various roles within the hierarchy of an organisation, delegating authority across this hierarchy with quantified parameters. In doing so, it is capable of monitoring the delegated responsibility of decision making within acceptable parameters all by itself, completely eliminating the risks or threats posed by traditional redundancies and layered hierarchical systems. As such, Focus 8 itself performs the tasks of decision auditing thereby completely liberating the hours poured in by management in ensuring organisational policies are adhered to throughout the decision making process.

Moreover, Focus 8, through its advanced Authorisation Matrix can further trigger authorisation requests where required, and can, by itself ensure that organisational rules such as linear approval, group approval, majority approval, or any other custom approval as required by organisational policy, are upheld, and then provide the response, in time, to operational departments.

Authorisation on the Go

Focus 8, with its robust, integrated Advanced Authorisations module ensures approval of documents happen on the go with its Mobile App and thin client interface. The direct impact – liberating a significant amount of management time, and at the same time ensuring organisational success through responsible decision-making. 🚀

KHIMJI RAMDAS - RETAIL DIVISION PLANS FUTURE GROWTH AND SCALABILITY WITH FOCUS



► Devendra Kolapalli, General Manager, Khimji Ramdas LLC Retail Division, says technology has played a key role in the company's growth and success.

FOCUS | HELPS KHIMJI RAMDAS RETAIL GET A CONSOLIDATED VIEW OF ITS SALES, INVENTORY AND IMPROVE DECISION-MAKING

Established in 1870, the Khimji Ramdas Group (KR) is a leading business conglomerate in the Sultanate of Oman. Headquartered in Muscat, the group has diversified businesses in consumer products, infrastructure, lifestyle, projects and logistics. The group represents over 100 leading global brands in a wide spectrum of businesses and services, and its diverse activities make it an ever-present aspect of life in Oman. Trusted and respected for 146 years, KR has consistently maintained its leadership position in the consumer, infrastructure and industrial arenas. In addition to promoting global brands, the company has also nurtured some of its own homegrown brands that are leaders in their segments.

Sound marketing acumen, a financially strong foundation and progressive business outlook combined with a deep understanding of the local market dy-

namics, have made Khimji Ramdas the preferred business partner for leading global corporations in Oman. Its massive infrastructure, extensive and deeply interconnected distribution network, backed by large warehouse facilities and an efficient supply chain, gives it a competitive edge in the business landscape. In addition to its Oman and UAE operations, KR has established a strong presence in India through a strategic partnership with Procter and Gamble.

The Group boasts of Oman's largest chain of supermarkets with the most extensive nationwide distribution network. With 26 outlets and growing, across an area of more than 300,000 sq. ft., generating footfalls of up to 35,000 a day, Khimji's Mart is popular for its constant addition of new products, exciting promotions, innovative customer loyalty programs and genuine service excellence. The popular

"KR's mission has always been to satisfy and exceed our customers' needs and expectations through total quality management."

Devendra Kolapalli, General Manager, Khimji Ramdas LLC Retail Division

chain has 3 outlets outside of the capital under the name Al Asalah.

KR's Consumer Products Group (CPG) meets the daily requirements of households by offering world-class products and services that include food consumables, FMCG and commodities. Extensive distribution and warehousing facilities, a modern, well equipped fleet, a committed sales force and a thorough understanding of the local market dynamics have given CPG an unrivalled presence across its business networks in Oman and India.

With over 130 years of expertise in the food commodities and consumables sector, the division is one of the prime importers and distributors of rice, sugar and flour in the country. It supplies bulk quantities to the modern, traditional and institutional tra-

de including catering units. It also exports home grown dates that are prized throughout the world. Some of the renowned brands that it represents are Tetley, Parachute, Pons, Del Monte, Sunwhite, Calrose Rice, Rasna, Paseo, Amul and Priya, to name a few.

“KR’s mission has always been to satisfy and exceed our customers’ needs and expectations through total quality management. Our company’s aim is to achieve organisational synergy through efficient and effective utilisation of physical and conceptual resources and strive for continuous improvement,” said Devendra Kolapalli, General Manager, Khimji Ramdas LLC, Retail Division. “Technology has played a key role in our growth and success so far. As our business continued to expand, we wanted more from our business applications and systems. Hence implementing a good enterprise software system to help our growth plans had become a top priority for us.”

KR evaluated solutions from different vendors in the market and chose to implement Focus i, as the solution was able to address their requirements perfectly. Focus i, a cost-effective solution that combines Focus’ highly customizable ERP with business intelligence tools, is not only scalable, flexible and easily customizable but it is also easy to use and for its reliable responsive, round-the-clock after-sales service and support.

“We chose Focus i because its modules and features were a perfect fit for our business and retail needs. The adaptability and flexibility of the solution and the fact that it could easily

integrate with our front-end Point of Sale (POS) systems, which we use for billing, was a major selling point for us apart from the local support we received,” Kolapalli explained.

Khimji Ramdas Retail deployed the accounting, finance management, fixed asset management and order processing modules of Focus i. The software was integrated seamlessly with the third party POS solutions that the company was using across its retail outlets. This helped the company get data on its sales and inventories from all 70 locations on the same day. The Focus i implementation was smooth with no downtime faced by the client.

Tushar Panigrahi, Finance Controller, Khimji Ramdas Group, said: “Consolidating data from 70 locations and different divisions of the company was a huge challenge for us and Focus i provided us the perfect solution to address this challenge. Focus’ flexibility made it easy to implement the software across multiple divisions within a short span of time. An Electronic Data Interchange (EDI) module was developed to push the transactions across all our outlets to Focus i, which has eased the process of data collection at our headquarters. Focus i helped us get a consolidated view on the sales and inventory of all our locations and helped us generate MIS reports in a timely manner.”

“We are happy with Focus i as it has made our business processes simple, helped us with our forecasting and procurement and made it easier for us to get real-time data to make faster decisions. Through Focus i, we get



► Tushar Panigrahi, Finance Controller, Khimji Ramdas Group.

“Consolidating data from 70 locations and different divisions of the company was a huge challenge for us and Focus i provided us the perfect solution to address this challenge. Focus’ flexibility made it easy to implement the software across multiple divisions.”

Tushar Panigrahi,
Finance Controller,
Khimji Ramdas Group

an insight of where we stand in terms of our sales and inventory. We were happy with the results and have decided to deploy Focus i for our other businesses as well,” Tushar added.

Speaking on the project, Bala Subramhanayam, Vice President, Focus Softnet, Oman said, “Khimji Ramdas is one of the biggest and most reputed business conglomerates in Oman and a prestigious customer for Focus Softnet. With Focus i, they have been able to facilitate data sharing across all their locations as well as from their headquarters. We managed to integrate their front-end retail solution with Focus i and they have experienced the great results already. Focus is proud to be a part of their successful journey and are confident Focus i will act as a catalyst in their growth and success.”

After experiencing the benefits of Focus i for its retail business, KR is now implementing the solution for its laundry and catering businesses as well. ▶



► Khimji Pharmacy LLC in Oman.

HOW ERP CAN MANAGE CREDIT CONTROL AND COLLECTIONS

IRFAN S.A.Q, CEO, INDIA AND SAARC, FOCUS SOFTNET, TALKS ABOUT THE COMPANY'S ERP SOLUTION AND HOW IT PROVIDES POWERFUL WAYS FOR SMBs TO MANAGE THEIR CREDIT LIMITS, RECEIVABLES, AND COLLECTIONS

Businesses often extend credit to select customers to conduct sales without immediate payment. This is usually in conjunction with a business strategy to increase customer loyalty, reward certain types of pre-selected customers, penetrate new markets where competition is strong, and discourage business dealings with delinquent type of customers. Most well managed businesses operate by controlling a part of their sales to be made on credit. The typical result is an increase of outward sales, reduction of bad debts and improvement of cash flow.

But it is critical for businesses, especially small to medium distribution and manufacturing companies, to engage in effective credit and cash flow management practices. In order to have effective credit control policy, they need to have powerful customer credit rating and approval process. Companies using an ERP system can establish a series of controls in the ERP system to trend total accounts receivable that have been opened and accounts receivable past due over time.

A key part of this activity is generating a credit profile of the customer and managing their credit limits. It is not sufficient to prepare a credit limit for a certain customer and not be able

to monitor and enforce it in day to day dealings leading to distress recovery and follow ups with such delinquent customers in the market. Hence credit control is a system used by businesses to ensure credit is given only to custo-

“Credit control is a critical system of control for small and medium businesses that prevents them from becoming illiquid due to improper and uncoordinated issuance of credit to customers.”

Irfan S.A.Q, CEO,
India & SAARC
Focus Softnet



► Irfan says it's vital for SMBs to engage in effective credit and cash flow management practices.

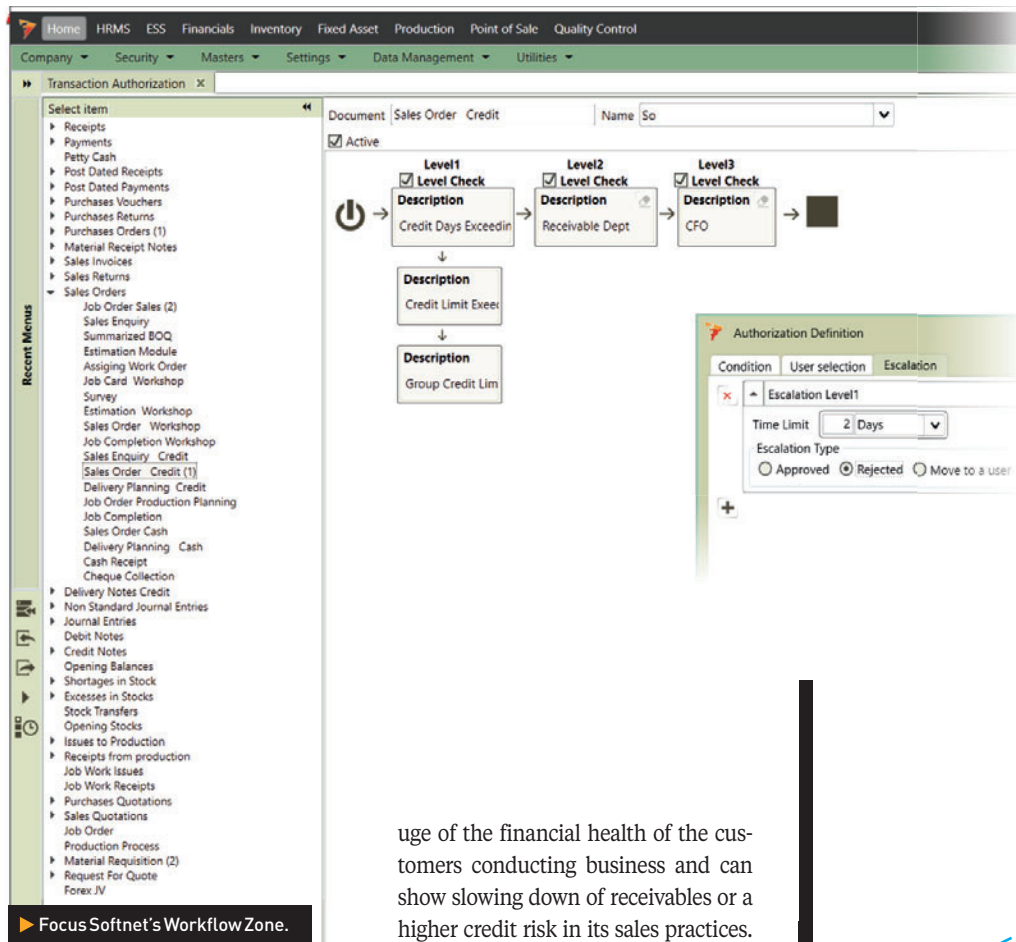
mers who are able to pay, and that those customers pay on time.

Credit control is a critical system of control for small and medium businesses that prevents them from becoming illiquid due to improper and uncoordinated issuance of credit to customers. Credit control has a number of aspects to it including credit approval, credit limit approval, and collection process.

In a multiple hierarchy system, it is important to establish credit approval limits at specific levels based on customer groups or product categories. The Focus Softnet Enterprise Receivable System is capable of configuring credit controls at multiple levels with different credit values. Once the credit approval limits are configured at different levels of the organization, they need to be integrated with order processing and billings. It is important to control credit limits at the order acceptance level and if the credit limits are exceeded at the order level they need to be sent through a process of approval.

Once credit has been extended it has to be rigorously applied and followed up on a regular basis. Accounts receivable refers to money owed by customers to another entity in exchange for goods or services that have been delivered or used but have not yet been paid for. If a business has receivables, this means it has made a sale but has yet to collect the money from the purchaser. On the balance sheet, accounts receivable is recorded as an asset because this represents a legal obligation for the customer to remit cash for its short-term debts. Accounts receivables is presented in the form of lines of credit usually due within a short time period ranging from a few days to a year.

A statement of account is generated on a regular basis showing



customer details including credit limit and status of invoices due, past due, or not due. Typically, the statement of account will be split in aging credit buckets that will follow the terms as current, 30 days, 60 days, 90 days and 180 days. Invoices must be kept to support the statement of account should a dispute arise. Reconciliations are done on regular basis to ensure the supplier and the customer have booked the same items and to reconcile any differences. Cheques are collected on regular basis against a statement with remittance advice showing exactly what invoices have been paid for. Paid invoices are matched so that they do not appear on the statement of account.

Accounts receivable aging is a periodic report that presents accounts receivable according to the duration an invoice is outstanding. This is a ga-

uage of the financial health of the customers conducting business and can show slowing down of receivables or a higher credit risk in its sales practices. It may indicate that certain customers are not good credit risks and chronic late payers. The headers of an accounts receivable aging table include customer name, receivables from the customer arranged by overdue date ranges, and the total of all receivables.

Account receivables is based on the extension of credit. If a business is experiencing difficulty in collecting receivables as presented in the accounts receivable aging, terms for specific customers may be converted to cash only. A business will also attach a fixed rate of default for each data range. The higher the number of days the receivable is due the higher the rate of default attached to the receivable. Aggregation of the amount of default using this method shows the existing degree of bad debt write offs at any particular time.

Management can review open accounts receivable by customer in

total and across a series of aging buckets to see how its customers are performing relative to making their payments. Focus ERP has effective credit control and collection management functionality, which can keep track starting from customer order, and whether or not the customer has failed their credit check. This is done by checking to see if the specific customer's total open orders plus outstanding receivables exceed their available credit limit.

Another check is whether their accounts receivable aging has caused an exception based on specific parameters that are established on customer-to-customer basis. Once an order goes on credit hold, an alert is sent to credit manager to review the order and take necessary steps to be able to remove the order from credit hold.

For receivable collection management, Focus ERP provides functionality to monitor and manage accounts receivable and generate exception reports for items which have crossed the defined aged bucket. Even with functional credit limits and billing controls in place debt recovery is crucial to manage customer delinquency. This is a continual process where bills exceeding the duration of credit days have to be followed up.

Credit control teams will then make calls to customers and enter notes associated with the call and schedule follow up collection call. Payment reminders are generated and customers are marked delinquent after reminders and follow-ups reach a threshold limit. If payment is received prior to the next scheduled call, the item will automatically be removed from the list. Using the above tools companies using Focus ERP can manage customer credit and company cash flow effectively. ▶

The Focus Softnet Enterprise Receivable System is capable of configuring credit controls at multiple levels with different credit values.

Irfan S.A.Q., CEO,
India & SAARC
Focus Softnet



Customer Wins

NEW CUSTOMER WINS FOR **FOCUS**

HIGHLIGHTS OF RECENT SUCCESSFUL BUSINESS WINS IN THE REGION

Bin Moosa & Daly

Established in UAE since 1967, Bin Moosa & Daly started business by serving the Abu Dhabi construction market. Over the years, the company has grown dramatically and expanded its portfolio of products to include pumps, hydraulic solutions, solar water heaters, manhole covers and anti-corrosion systems. The company is the premier local assembler of high quality Packaged Pumpsets and have active sales outlets in Abu Dhabi, Musaffah, Dubai and Al Ain, with a new branch in Sharjah opening soon. To grow their business, streamline operations and serve their customers better, the company chose Focus 7 with CRM for its requirements.

Blue Rhine

Blue Rhine is a leading distributor of innovative and value added solutions for the Signage, Construction and Fit out industries. Established in 1996 and headquartered in Dubai, the company conducts business in the GCC countries, Indian sub-continent and Africa. The company has a corporate office, showrooms and large warehousing facilities spread across UAE, Saudi Arabia and Oman, where each branch operates as a stocking center with a dedicated sales team covering a certain geographic area. The company chose Focus 8 with CRM for its enhanced features which allowed for customization and flexibility.

SELCO

Saudi Electrical & Electronic Control Systems Industry Co. Ltd. (SELCO), a division of JNP CYPRUS, manufactures panel boards. The Company chose Focus RT because of the flexibility of the software and Multiyear accounting.

Dar Al Mustafa Holding Group

Dar Al-Mustafa, a group of companies that was established in the Eastern Province of the Kingdom of Saudi Arabia, with its engineering core and diversified investments. The group operates and invests in four business sectors: Manufacturing, Trading and Engineering and Construction. Other investments are made by developing land and property through its real estate business line. The Company chose Focus to centralise operations by connecting its business entities and to automate its task.

Sayed Hamid Behbehani & Sons Co. W.L.L

Sayed Hamid Behbehani & Sons is a Contracting & Projects company dealing in Fabrication, Chroming and Projects. The company chose Focus 8 Finance & Accounts for its customisation and flexibility.

Shambala Kidz

Located in Malaysia, Shambala Kidz Leadership Pre-school is the first premium leadership preschool in Malaysia, which gives children neces-

sary & life-changing skills to succeed in 21st century. The school aims to train our students to be the future leaders. The company signed up for Focus RT + customized PreSchool Management solution for real-time registration for all franchisee centres.

Bahrain Bulk Trading WLL

Bahrain Bulk Trading WLL, better known to all by its acronym 'BBT', was established in 1983 as an importer of Crushed Aggregates from UAE. It owns two jetties, of lengths 173 meters and 120 meters. Its fleet of vessels consists of four barges and five tugs. BBT imports Limestone and Gabbro Crushed Aggregates from UAE. The company chose Focus i for its user friendliness, BI Tools, competitive pricing over other solutions in the market.

HP International

HP International Ltd the flagship company of the HP Group is the largest manufacturer of solvent cement in Asia. With an annual turnover of over \$15 million in only solvent cements, and a group turnover in excess of 40 Million USD. Established in 1978 by the Motwani family, HP Group has come a long way in various business streams ranging from Adhesive to Plumbing Accessories, Textile, Logistics, Real Estate and Engineering. The company chose Focus i for its customisability, flexibility, features, competitive pricing and Focus Softnet's local market presence.

POS Solutions Pvt Ltd

POS Solutions Private Limited is a multinational Company with its Head Office in Dubai and branches in U.K, India and operations in other Middle East countries. Today POS Solutions is a leading technology solutions provider to the ever growing and ever demanding Retail & Hospitality industry. The company is the supplier & service provider of terminal, printers, peripherals, Bar Code Solutions, scanner and POS terminals etc. The Company chose Focus 8 for its functionality, Focus Softnet's approach and the confidence of the team.

Time Technoplast Limited

Time Technoplast Limited (Time Tech) a multinational conglomerate with operations in Bahrain, Belgium, China, Egypt, Indonesia, India, Malaysia, Poland, Romania, Singapore, Sharjah, Taiwan, Thailand and Vietnam is a leading manufacturer of polymer products.

The company's portfolio consists of technically driven innovative products catering to growing industry segments like, Industrial Packaging Solutions, Lifestyle Products, Automotive Components, Healthcare Products, Infrastructure / Construction related products, Material Handling Solutions & Composite Cylinders. The Company chose Focus i for its ease of customisation and cost effectiveness and the possibility to scale up in the future.

فوكس 8 تحت الضوء

الصلاحيات المتقدمة

يعد Focus 8 منتجاً ثورياً من ترسانة فوكس سوفت نت وهو يأتي مدججاً بالمزايا الجديدة والمحسنة، بهدف وحيد وهو: إحداث ثورة في تجربة تخطيط الموارد المؤسسية وتمكينك بطرق أكثر من أي وقت مضى.

رفع مستوى الصلاحيات

فوكس 8 هو الحل الذي يلبي ذلك فهو يتولى دور مدير المنظمة بالسماح باختيار أدوار متعددة في هرمية الشركة، وتوكيل الصلاحيات ضمن هرمية الشركة ضمن معطيات محددة. ومن خلال ذلك يمكن لفوكس 8 بذاته مراقبة المسؤولية الموكلة لاتخاذ القرار، ليغني كليا مخاطر التهديدات التي تمثلها الازدواجية التقليدية في أنظمة هرمية متعددة الطبقات. وبذلك يؤدي فوكس 8 مهام التدقيق بالقرار وبالتالي يحرر كليا ساعات تقضيها الإدارة لضمان الالتزام بسياسات الشركة التنظيمية خلال عملية اتخاذ القرار.

كما أن فوكس 8 ومن خلال مصفوفة الصلاحيات المتقدمة قادر على إطلاق طلبات منح صلاحيات عند الحاجة، ويمكنه بذاته أن يضمن التوافق مع القواعد التنظيمية مثل الموافقة عبر التسلسل والموافقة الجماعية وموافقة الأغلبية أو أي موافقة مخصصة تستدعيها السياسة التنظيمية، بحيث يلتزم بها ثم يقوم بتزويد الاستجابة في الوقت المناسب للأقسام العاملة.

الصلاحيات للجوال

يضمن فوكس 8 بفضل وحدة الصلاحيات المتقدمة والمتكاملة فيه إنجاز الموافقة على الوثائق خلال العمل الجوال ضمن تطبيق خاص للجوال في برنامج المستقبل. ويلعب ذلك دوراً كبيراً في توفير وقت كبير كان يهدر في عملية الإدارة، فضلاً عن ضمان النجاح المؤسسي من خلال آلية اتخاذ القرار المسؤولة.

تناول الإصدار السابق من فوكال بوينت جوانب تكامل إدارة علاقات الزبائن في فوكس 8، وهذه المرة نسلط الضوء عن كُتب بالتركيز على فوكس 8.

تعريف الصلاحيات

تعد الهرمية التنظيمية مكون حيوي في ضمان مسائلة المؤسسات. وتدرج السلطة ضمن سلسلة الإدارة التنظيمية وبالتالي تضمن انتقالاً متساوياً للمساءلة التي تضمن المحافظة على حيز محدد بدقة لاتخاذ القرار المؤسسي.

لا يكفي وجود هرميات تنظيمية منظمة فمن المهم توكيل الصلاحيات والمساءلة للإدارة بطريقة متأنية وبالتالي ضمن أذكي النتائج التي تتميز بتنافسياتها الأعلى وسلامتها ونفعها لصالح المؤسسة.

وتتمتع الكثير من المؤسسات بالقدرات على تحقيق ذلك. لكن التحدي الأكبر يكمن لدى نمو حجم المؤسسة واتساع مجال عملها وقدرتها على إدارة دقة اتخاذ القرار الموكل ضمن هرمية الشركة.

كما أنه مع نمو الشركات حجماً وانتشاراً فإن مخاطر اتخاذ القرار بنفسها تصبح أكبر.



تم تصميم هذا المنتج بتركيز كبير على إحداث تغيير هائل في الأنشطة التالية:

• النمو وقابلية التعديل	• سير العمل المتطور
• المزامنة المباشرة على الإنترنت والصلاحيات بدون اتصال	• صلاحيات متقدمة
• التوافق مع نظامي التشغيل أندرويد وأي أو إس	• أدوات رفع مستوى الإشراف
• ذكاء الشركات المتطور	• أدوات اتصال
• تكامل مع حل إدارة علاقات الزبائن	• محرر تقارير متقدم

"لا يكفي وجود هرميات تنظيمية منظمة."

قضية للبحث



▲ توشار بنجاري المسؤول المالي لدى مجموعة خيمجي رامداس

في الوقت الراهن لاتخاذ القرارات بسرعة. ومن خلال فوكس أي يمكننا الحصول على معلومات ثرية عن حالتنا من جهة المبيعات والمخزون وكنا سعداء بالنتائج وقررنا نشر فوكس أي في كل شركائنا الأخرى أيضاً.

وفي حديثه عن المشروع يشير بالا سابرمانايام نائب رئيس فوكس سوفت نت عمان، قائلاً: «تعد خيمجي رامداس إحدى أكبر وأشهر الشركات التجارية الكبيرة في عمان وهي زبون مرموق لفوكس سوفتنت، ومع فوكس أي تمكنوا من تسهيل تبادل المعلومات والبيانات في كل مواقعهم فضلاً عن مكاتب الشركة الرئيسية، وتمكنوا من إنجاز تكامل حل التجزئة الأمامي مع فوكس أي وشهدنا نتائج طيبة للتو، وتفتخر فوكس بأنها جزء من رحلة النجاح وهي تثق بأن فوكس أي سيلعب دوراً محفزاً في نموهم ونجاحهم».

وبعد أن شهدت الشركة فوائد فوكس أي تنوي تطبيق البرنامج في أقسام الإطعام والمصبغة أيضاً. ▶

«كان توحيد البيانات من 70 موقعاً من أقسام مختلفة يمثل تحدياً كبيراً لنا وزودنا فوكس أي بحل تام للتعامل مع ذلك التحدي، فمرونة فوكس أي سهلت نشر البرنامج في عدة أقسام خلال فترة قصيرة من الوقت، وتم تطوير وحدة تبادل بيانات إلكترونية EDI».

توشار بنجاري
المسؤول المالي لدى
مجموعة خيمجي رامداس

يوضح ديفندرا بالقول: «اخترنا وفوكس أي لأن وحداته ومزايا تلائم تماماً حاجات الشركة وقسم التجزئة فقابلية التأقلم والمرونة فيه وحقيقة تكامله بسهولة مع أنظمة نقاط البيع لدينا التي نستخدمها لعمل الفواتير، كانت نقطة كسبت حسم أمر شراءه من قبلنا، إلى جانب الدعم المحلي الذي تلقيناه من الشركة».

وقامت الشركة بنشر وحدات لكل من المحاسبة والإدارة المالية وإدارة الأصول الثابتة ومعالجة الطلبات، في حل فوكس أي. وأنجز تكامل تام بين البرنامج مع حلول نقاط الدفع من طرف ثالث والذي كانت الشركة تستخدمه في كل منافذ التجزئة لديها، وقد ساعد كل ذلك الشركة في الحصول على بيانات البيع والمخزون من 70 موقعاً في نفس اليوم، وكان تطبيق ونشر فوكس أي قد تم بسلاسة دون أي تعطل للعمل من قبل الزبون. ويقول في ذلك توشار بنجاري: «كان توحيد البيانات من 70 موقعاً من أقسام مختلفة يمثل تحدياً كبيراً لنا وزودنا فوكس أي بحل تام للتعامل مع ذلك التحدي، فمرونة فوكس أي سهلت نشر البرنامج في عدة أقسام خلال فترة قصيرة من الوقت، وتم تطوير وحدة تبادل بيانات إلكترونية EDI».

لدفع الصفقات عبر كل منافذنا لفوكس أي مما سهل عملية جمع البيانات في المقر الرئيسي للشركة، وساعدنا فوكس أي بالحصول على عرض موحد للمبيعات والمخزون لكل مواقعنا وساعدنا في توليد تقارير MIS بوقت وجيز». ويضيف توشار بالقول: «نحن سعداء مع فوكس أي نظراً لأنه جعل عمليات الشركة بسيطة وساعدنا في الحصول على التوقعات وعمليات الشراء وسهل لنا الوصول إلى البيانات

130 عاماً في قطاع سلع الغذاء المواد المستهلكة فإن قسم الشركة هو أحد أكبر الموردين والموزعين لمواد الأرز والسكر والطحين في البلاد. وتقوم الشركة بتزويد كميات كبيرة بالجملة للشركات التجارية التقليدية والحديثة والمؤسسات بما فيها وحدات الإطعام. كما تقوم بتصدير التمور المحلية التي تشتهر حول العالم. ومن بين العلامات الشهيرة التي تمثلها الشركة هناك تيتلي وبارشوت وبونز وديل مونت وسن وايت وأرز كالروز ورسانا وبسيو وأمول وبريا من ضمن قائمة طويلة. ويقول ديفندرا كولابالي مدير عام خيمجي رامداس في قسم التجزئة: «تكمّن مهمة الشركة دائماً في تلبية حاجات الزبائن والتفوق في تلبية تطلعاتهم من خلال إدارة الجودة الكلية، وتهدف شركتنا لتحقيق التوائم التنظيمية من خلال الاستفادة الكفوءة للموارد المتاحة والسعي المتواصل لتحسين الأداء، فالتقنية لعبت دوراً كبيراً في نمونا ونجاحنا حتى الآن، ومع توسع أعمالنا باستمرار فإننا نريد المزيد من التطبيقات والأنظمة، ومن هنا جاء تنفيذ نظام شركات لائق، للمساعدة في خطط نمونا وبذلك أصبح في صدارة أولوياتنا».

قامت خيمجي رامداس بتقييم الحلول العديد من مختلف الشركات في السوق واختارت تنفيذ حل فوكس أي i Focus، كونه الحل القادر على تلبية احتياجاتها بصورة تامة. يعد فوكس أي حلاً مجدياً اقتصادياً يجمع بين قدرات إدارة الموارد القابلة للتخصيص مع أدوات ذكاء الشركات، فهو ليس قابل للتعديل فقط بل يتمتع بالمرونة والتخصيص كما يسهل استخدامه ويتمتع باستجابة يعول عليها مع خدمة مبيعات ودهم على مدار الساعة.



▲ تمتلك خيمجي رامداس واحدة من أكبر سلاسل السوبر ماركت في عمان



▲ ديفيندرا كولاباني، المدير العام لمجموعة خيمجي رامداس لقسم التجزئة

وحدة التجزئة في خيمجي رامداس تخطط للتوسع والنمو المستقبلي عبر حل فوكاس

فوكاس أي تساعد خيمجي رامداس للتجزئة في تعزيز مبيعاتها ومخزونها وإصدار تقارير آنية لاتخاذ قرارات أفضل وأسرع.

حملاته الترويجية المثيرة و برامج الولاء المبتكرة للعملاء و خدمات التميز الفريدة. تمتلك السلسلة أيضاً 3 متاجر خارج العاصمة تحمل اسم «الأصالة».

و تلبى مجموعة منتجات المستهلكين التابعة لخيمجي رامداس (سي بي جي) الاحتياجات اليومية للمنازل عبر تقديم منتجات وخدمات عالية الجودة تشمل الأغذية والبضائع، و تتمتع الشركة بتواجد هائل عبر شبكتها الواسعة في عمان و الهند بفضل شبكتها المترابطة عالمياً و مستودعات التخزين و الأسطول المتطور و المزدهر بأحدث التجهيزات و فريق المبيعات الملتزم، و الفهم الواسع لديناميكية الأسواق المحلية.

وبفضل خبرة الشركة التي تمتد

«تتمن مهمة الشركة دائما في تلبية حاجات الزبائن والتفوق في تلبية تطلعاتهم من خلال إدارة الجودة الكلية، وتهدف شركتنا لتحقيق التوائم التنظيمية»

ديفيندرا كولاباني
المدير العام ل خيمجي
رامداس

التجاري المفضل لعدة مؤسسات عالمية بعمان بفضل سياساتها التسويقية الفطنة و السليمة و مكانتها المالية القوية والثابتة و نظرتها التقدمية للأعمال. تتمتع المجموعة أيضاً بميزة تنافسية بفضل شبكتها الكبيرة المترابطة و البنية التحتية الضخمة و مستودعات التخزين الكبيرة و و سلسلة التوريد الكفؤة. و إلى جانب تواجدها في عمان و الإمارات العربية المتحدة، تحضر خيمجي رامداس في الهند عبر شراكتها الاستراتيجية مع بروكتر و غامبل.

و تمتلك المجموعة واحدة من أكبر سلاسل السوبرماركت في عمان و التي تتمتع بشبكة توزيع عالية، و 26 متجراً، في مساحة تتعدى 300 ألف قدم مربع، يزورها 35 ألف شخص يومياً. يشتهر سوبرماركت خيمجي «خيمجي مارت» بتنوع منتجاته و إضافة الجديد دائماً، و

تعد خيمجي رامداس، التي تأسست في العام 1870 وتتخذ من مسقط مقراً لها، واحدة من مجموعات الأعمال الرائدة في سلطنة عمان. وتتوزع أعمال المجموعة لتشمل المنتجات الاستهلاكية و البنية التحتية و نمط الحياة و المشاريع و اللوجستيات، لتمثل أكثر من 100 علامة تجارية في عدة قطاعات و خدمات، و لتصبح بفضل أنشطتها واجهة حية و هامة في سلطنة عمان.

خيمجي رامداس، التي يثق فيها و يحترمها الكثيرون منذ 146 عاماً حافظت على موقعها القيادي باستمرار في قطاعات الخدمات و الصناعة و البنية التحتية، و إلى جانب ترويجها للعلامات التجارية المختلفة، ابتكرت المجموعة عدة علامات تجارية خاصة بها أصبحت رائدة في مجالاتها.

و أصبحت خيمجي رامداس الشريك

رسالة من الرئيس التنفيذي

وشركائنا لمساهماتهم في النمو وتحقيق النجاح عاماً تلو عام. وعمل فريق التطوير في فوكس بلا كلل لتحسين حلولنا مع مزاياها الجديدة بالاستناد إلى معطيات وطلبات الزبائن، ونشكرهم جميعاً على جهودهم الكبيرة في إصدار أحدث الحلول المبتكرة وأكثرها تطوراً.

وفي العام 2016 وما يليه، سنواصل الاستثمار الكبير في الأبحاث والتطوير لتقديم وترقية حلول السحاب والجوال

ونتطلع لتوسيع حضورنا الجغرافي عبر مكاتب جديدة أيضاً.

وفي هذه الإصدار سنقدم لكم دراستين نموذجيتين لكل من مجموعة خيمجي رامداس من عمان ومجموعة الإرشاد من الإمارات، مع مزايا أطلقت حديثاً في منتجاتنا، ومكاسب حققها الزبائن وزاوية المعرفة التي تغطي مجال إدارة الدين (كريدت كونترول) ومزايا إدارة التدفق النقدي لنظام فوكس لتخطيط الموارد المؤسسية Focus ERP.

أتمنى أن تستمتعوا بقراءة إصدار جديد من فوكال بوينت



مع فائق التقدير
علي حيدر
الرئيس التنفيذي

الزبائن والشركاء الأعزاء،

أكملت شركة فوكس سوفت نت مؤخراً 25 عاماً من النجاح في السوق، وانطلقت الشركة من شركة ناشئة في المنزل في حيدر أباد في الهند سنة 1991 إلى شركة لديها 27 مكتبا وشبكة من الشركاء في 17 بلدا في العام 2016. قطعت الشركة شوطاً بعيداً.

يعود فضل رحلة هذا النجاح والنمو إلى مؤسسي الشركة ورؤيتهم البعيدة فضلاً عن العمل الدؤوب وفريق العمل المواظب على خدمة حاجات الزبائن، إلى جانب دور مساهمة الشركاء والزبائن ممن وثقوا بنا خلال السنوات.

نحتفل بهذه المناسبة الهامة مع فريقنا في مؤتمر الشركة السنوي في اليونان بحضور أكثر من 150 شخصاً بما فيهم فريق الأبحاث والتطوير وفريق المبيعات وفريق العمليات والتسويق وعائلاتهم الذين حضروا من حول العالم للتلاقي والتفاعل وتبادل الأفكار والنجاحات فيما بينهم.

ونحننا بتحقيق سنة نجاح تالية من النمو في كل من المنتجات والمبيعات، ونود التوجه بالشكر لفريقنا وزبائننا



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06_ حل فوكاس 8 تحت الضوء بصلاحيات متقدمة

يعد حل فوكاس 8 منتجاً ثورياً من ترسانة فوكس سوفت نت والذي يأتي مدججاً بالمزايا الجديدة والمحسنة بهدف وحيد ألا وهو إحداث ثورة مبهرة في تجربة تخطيط الموارد المؤسسية وتمكينك بطرق أكثرى من أي وقت مضى من مواكبة تطورات هذه الثورة التقنية بأدق تفاصيلها.

03_ رسالة الرئيس التنفيذي لشركة سوفت نت

يوجه الرئيس التنفيذي لشركة سوفت نت علي حيدر رسالته المعتادة لعملاء وشركاء الشركة، حيث أكملت الشركة مؤخراً عامها الـ 25 من النجاح المبهر في الأسواق، حيث باتت تملك الآن 27 مكتباً منتشرة في 17 بلداً حول العالم.

04_ وحدة التجزئة لمجموعة خيمجي

رامداس تخطط للتوسع والنمو المستقبلي بالتعاون مع فوكس سوفت نت يساعد حل فوكاس أي مجموعة خيمجي رامداس للتجزئة في تعزيز مبيعاتها ومخزونها وإصدار التقارير بشكل أني والتي بدورها تساعد على اتخاذ القرار المناسبة بشكل أفضل وأسرع.

FOCAL POINT



International HO
Grosvenor Business Tower
17th Floor Office #17-10 & 17-11
Tecom Area, Emirates Hills South Barsha
PO Box 500151 Dubai-UAE
Tel: +9714 - 4347395
Fax: +9714 - 4327545
Email: dubai@focussoftnet.com

Corporate H.O.
6-3-659/A, Kapadia Lane,
Somajiguda, Hyderabad - 500 082
Tel: +91-40-40353535
Fax: +91-40-23396674
Email: hyderabad@focussoftnet.com

India
Hyderabad
Tel: +91-40-353535
hyderabad@focussoftnet.com

New Delhi
Tel: +91-011-4304 3333
delhi@focussoftnet.com

Mumbai
Tel: +91-22-61419786
mumbai@focussoftnet.com

Kolkatta
Tel: +91-033-40163535
kolkatta@focussoftnet.com

Chennai
Tel: +91-44-30487777 / 30481111
chennai@focussoftnet.com

Bangalore
Tel: +91 80 25550700
bangalore@focussoftnet.com

Pune
Tel: +91 20 4011360
pune@focussoftnet.com

UAE
Dubai
Tel: 04-3912670
dubai@focussoftnet.com

Sharjah
Tel: 06-5695358
sharjah@focussoftnet.com

Abu Dhabi
Tel: 00971 2 6282777
abudhabi@focussoftnet.com

Saudi Arabia
Jeddah
Tel: +9662 6575317, 6575275, 6528616
jeddah@focussoftnet.com

Riyadh
Tel: +966-1-403 9787, 403-2876
riyadh@focussoftnet.com

Al Khobar
Tel: 9663 8645819, 8645841, 8650491, 8650492
khubar@focussoftnet.com

Kuwait
Tel: +965 - 22440410/13/15
kuwait@focussoftnet.com

Bahrain
Tel: +973-17212763
bahrain@focussoftnet.com

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النشرة الرسمية لمجموعة فوكس سوفت نت

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خيمجي رامداس

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