FOCALPOINT

FOCUS SOFTNET GROUP OFFICIAL NEWSLETTER

November 2016 • Issue 14

FOCUS ON FOCUS 8

AN INNOVATIVE PRODUCT FROM FOCUS SOFTNET

COMPANY NEWS
FOCUS SOFTNET GOES BIG AT GITEX 2016

CASE STUDY
OMAN-BASED GLOREI DEPLOYS FOCUS I

FORMING THE BUILDING BLOCKS

WITH SIGHTS SET ON FUTURE GROWTH, SHAMMA GROUP IMPLEMENTS FOCUS I

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Solutions that move business

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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,
Somaijiguda, 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

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

Chennai
Tel:+91-44-30487777 / 30481111
chetan@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 -22440410/13/15
kuwait@focussoftnet.com

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

Qatar
Tel:+974 44353659, 44438730
qatar@focussoftnet.com

Oman
Tel:+968 24788636 / 24785456
oman@focussoftnet.com

Yemen
Sana
Tel:+967-1-498161
yemen@focussoftnet.com

Lebanon
Beirut
Tel:+961 (1) 900051
hani.bounasr@alpha-tech.com.lb

Egypt
Alexandria
Tel: +203 5770100
sales@gateworx.net

Libya
Tripoli
Tel:+218 21 484 4194
info@ist.ly

Malaysia
Kualalumpur
Tel:+603 22423000
focuskll@focussoftnet.com

Singapore
Tel:(65) 68442326, 68441456/57
focussg@focussoftnet.com

Philippines
Makati City
Tel:+632-5550559 / 5550560 / 5550561
philippines@focussoftnet.com

Kenya
Nairobi
Tel:+254 20 4938 520
Email:kenya@focussoftnet.com

Canada
Toronto
Tel:905 232 1377
canada@focussoftnet.com

Australia
Sydney
Tel:+61 2 8404 4245
sydney@focussoftnet.com

A MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome to the 14th edition of Focal Point.

We just wrapped up a very successful GI-TEX Technology Week 2016. Our focus this year was on Cloud, where we unveiled our next generation Cloud ERP product — Focus 8 Ready for Cloud at the event.

We also introduced new versions of Focus 8 incorporating WMS and MRP modules and signed on new partnerships and projects.

In this edition, we bring to you two interesting case studies, where UAE-based Shamma Group was able to streamline operations, enhance business processes, plan its growth and expansion, and save on costs with Focus i.

In the second case study, Oman-based GLOREI group simplified business processes with Focus i with real-time data for better decision making.

This issue also includes a round-up of our new feature releases, customer wins and events globally. In the knowledge zone, you can read on the role ERP plays in successful sales promotions and schemes.

Hope you enjoy reading our latest issue of Focal Point.

We look forward to your valuable feedback always.

Ali Hyder
Group CEO,
Focus Softnet

CONTENTS > ISSUE 14 • NOVEMBER 2016

SHAMMA GROUP STREAMLINES OPERATIONS WITH WITH FOCUS I

THE INTELLIGENT ERP HELPS SHAMMA GROUP STREAMLINE OPERATIONS, ENHANCE BUSINESS PROCESSES, PLAN ITS GROWTH AND EXPANSION, AND SAVE ON COSTS

▶ Sivakumar: As our business continued to grow and expand, we felt the need for a good ERP solution that would streamline our operations.

Founded in 2008, Shamma Group has grown and evolved to become one of the foremost diversified business houses in the region. Based in Dubai, the company has businesses in various sectors, ranging from hospitality to fashion, retail, entertainment, education and real estate to name some. In 2011, Shamma Group also founded a water treatment plant in the UAE.

Shamma Group's subsidiary companies include Shamma Capital, Shamma Investments, Shamma Hospitality, Shamma Holdings, Al Mansour Real Estate, Zahr El-Laymoun (an authentic Lebanese restaurant), Booza (homemade Levantine frosties) and Fil Ful (Beirut street food). In 2015, the company made its foray into retail with the launch The Kape, which sells abayas as a form of art.

As the investment arm of the company, Shamma Investments is involved in franchise operations, and holds all rights to market the entire hospitality sector and brand names owned by the Group. Al Mansour Real Estate manages all real estate developments owned by the company while Shamma Holdings controls ownership of its brand names and Shamma Hospitality serves as its operations and management sector.

"Shamma Group believes in cultivating state-of-the-art platforms that create value and accelerate sustainable social development in the local market and in the Middle East. Our mission is to provide innovative and progressive quality products and services, to foster a successful employee culture that attracts, empowers, rewards and supports the achievement of our business objectives, and to build long-term and trustworthy relationships with our customers," said Mr. Venkata Sivakumar, Commercial Director, Shamma Group.

"Since Shamma Group was established in 2008, it has grown and diversified significantly. We now have over 300 staff in the region. As our business continued to grow and expand, we felt the need for a good ERP solution that would streamline our operations, enhance business processes and aid our future growth plans.

"We evaluated a number of solutions from different vendors and zeroed in on Focus i because its modules and features were a perfect

"Shamma Group believes in cultivating state-of-the-art platforms that create value and accelerate sustainable social development in the local market and in the Middle East."

Venkata Sivakumar, Commercial Director, Shamma Group.

fit for our business needs," Mr. Sivakumar added.

With its business growing rapidly, Shamma Group was looking towards technology to become a business enabler. The company decided to sign on Focus i, Focus Softnet's highly customisable ERP with business intelligence tools, as it was flexible, scalable, easy-to-use and competitively priced.

Shamma Group deployed all the modules of Focus i including the accounting, finance management, sales, inventory etc. The implementation went live in 2015. The solution was integrated seamlessly with other third party software including the POS and inventory systems that the company was using across its stores, restaurants and other outlets. This helped the company get real-time data on its sales and inventories from all its businesses. The Focus i implementation was smooth with no downtime faced by the client.

"Focus i is one of the best ERP solutions for SMEs as it has many

▶ Focus Softnet's support team spent time training some key staff of the Shamma Group on how to take full advantage of the new platform.

features that can be integrated with other third-party software solutions with great ease. The adaptability and flexibility of the solution and the fact that it could easily integrate with our front-end POS systems was a major selling point for us apart from the solid local support that we received from the vendor. Focus i is highly customisable, which helped us tremendously as we have diverse businesses including our franchise business in other countries such as Kuwait, Qatar and Oman, where we have our brand stores," explained Mr. Sivakumar.

The company has deployed a specialised software for their Real Estate and retail businesses, which has also been integrated with the main ERP solution, where all the information is stored. This integration has helped the company plan its manpower resources better while the company concentrates on expansion of its business and growth.

"Consolidating data from all our businesses was a huge challenge for us. The software's flexibility made it easy for us to implement it across our subsidiary companies within a short span of

time. Focus i helped us get a consolidated view of our business and generate reports really quickly. We are happy with the solution as it has made our business processes simple, streamlined our operations and helped us save on costs," said Saji Thomas, Finance Manager, Shamma Group.

Overall, Shamma Group has increased operational efficiency with reliable, accurate and timely reports, which has helped in making better and faster decisions. The company also had better control on costs and financials.

"Shamma Group is an important client for Focus Softnet. They have

▶ Saji Thomas, Finance Manager, Shamma 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."

Saji Thomas,
Finance Manager, Shamma Group.

diversified businesses and is a perfect example of a use-case for Focus i. We are happy Shamma Group chose Focus over other solutions and are confident they will achieve their return on investment very quickly. Our team has managed to integrate their front-end solution with Focus i and they have already begun experiencing the benefits. We are happy to be a part of their journey and are confident Focus i will act as a catalyst in their growth and success," said Syed Ali Akbar, Regional Manager, Focus Softnet.

Once the implementation was complete, Focus Softnet's support team spent time training some key staff of the Shamma Group on how to use the system. As the next steps, the company is working on its online billing system where it needs to connect its water treatment plant, which is located at a remote location with the rest of its business. The company hopes to achieve this by December 2016. ⚡

FOCUS SOFTNET INTRODUCED ALL NEW CLOUD ERP AT GITEX 2016

Focus Softnet introduced its next generation Cloud ERP product - Focus 8 Ready for Cloud, at Gitex Technology Week 2016 held last month in addition to presenting its latest versions of Focus 8 incorporating Warehouse Management System (WMS) and Material Requirement Planning (MRP) modules.

"With the coming together of digital technologies and business transformation in the region, we can no longer afford to ignore the huge possible gains for business as they migrate to Cloud ERP. Global research and survey findings point to significant improvement of key performance indicators such as reduction in total cost of ownership, improvement in bottom line margins, better returns from IT spending, by adoption of Cloud ERP. We believe it is time for Focus Softnet to be driving this discussion in the region amongst its current target customer base and prospective customers," said Ali Hyder, Group CEO of Focus Softnet.

Other mainstream solutions on display included Focus CRM Suite with sales and service, facilities management, property management, Focus Retail Suite, Focus Point of Sale, Focus Restaurant Management Systems, amongst others.

"GITEX provided us with an opportunity to meet customers, partners and potential partners. Traditionally visitors during GITEX have been found to inquire about services and this year's event was no different.

▶ Hyder: GITEX provided us with an opportunity to meet customers, partners and potential partners.

Our team was available at our stand to discuss our portfolio of solutions and services including managed services, HR and recruitment services, business process consulting, implementations services, amongst others available across the region," Mr. Hyder added.

Ever since Focus Softnet set up base in the UAE, the company has not missed participating in a single GITEX. The event brought together enterprises from across the GCC and Africa, allowing Focus Softnet the ability to increase the awareness of its brand, products and services to a larger audience. We were able to achieve all this and more at the 35th edition of the exhibition," Mr. Hyder concluded.

FOCUS SOFTNET OPENS NEW OFFICE IN JOHOR BARU

In line with its Far East expansion plans, Focus Softnet announced the opening of its latest office in Johor Baru, Malaysia. The new office will help Focus Softnet consolidate and strengthen its regional presence, meet the needs of the local industrial, commercial and manufacturing industry, and act as a support services hub for its local operations.

Johor Bahru is the tourism, commercial and industrial capital of southern Malaysia
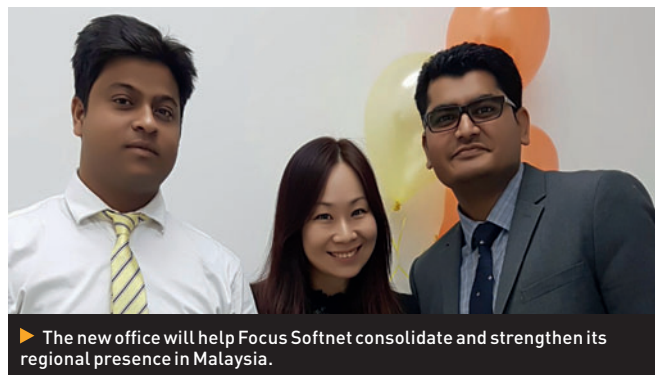
▶ The new office will help Focus Softnet consolidate and strengthen its regional presence in Malaysia.

and one of the biggest industrial centers of the country. With this new office, Focus Softnet hopes to expand its business, increase its market share, and provide customers with enhanced local support and services.

FOCUS SOFTNET SPONSORS ICAI EVENT

Focus Softnet participated as a sponsor in ICAI International Conference Jnana Yajna - The Quest for Excellence, which was held from 22-23 October, 2016 at HICC Hyderabad. The event was attended by more than three thousand Charted Accountants from more than 38 countries.

▶ The event was attended by more than 3,000 Charted Accountants.

FOCUS SOFTNET APPOINTS SWINA INTERNATIONAL AS GOLD PARTNER IN MYANMAR

Focus Softnet announced that it has signed Swina International as its gold partner in Myanmar. This partnership will help the company strengthen its Far East operations and increase it footprint in Myanmar. Swina International will help promote and market Focus' entire suite of ERP solutions including Focus 8, Focus i and Focus RT to businesses across the country including verticals such as trading and manufacturing.

"We are delighted to partner with Swina for Myanmar and are excited about working together to increase our market share and sales in the country. This partnership strengthens our operations in the Far East and we look forward to leveraging Swina's expertise and market experience in the trading and manufacturing segment and other vertical sectors to promote our ERP solutions. We are confident they will help us grow our business in the country," said Baqtiyar Siddique, Regional Head - Far East, Focus Softnet.

"Focus Softnet is a reputed vendor with an extensive range of enterprise solutions that meets the need of nearly every vertical sector. Their solutions are feature-rich, competitively priced and highly customisable and will be a perfect fit for our customers in Myanmar We are excited to work closely with the Focus

▶ We are delighted to partner with Swina for Myanmar, says Siddique.

Softnet team and our confident that we will be successful in increasing their market reach in this country," said Padam Salecha, Managing Director, Swina International.

FIRST HOLDING COMPANY SELECTS FOCUS 8 FOR GROWTH

First Holding, a part of the Marafie Group, is a leading business group in Kuwait. It has multiple businesses across real estate, contracting, engineering, hospitality, and general trade. Being in business for more than 80 years, First Holding has gathered a wealth of experience within the rapidly growing economies of the GCC region. It does trading in Consumer electronics, Household appliances, Floor maintenance machines, Cleaning products, Recreation and amusement products, Foodstuffs and consumer products.

First Holding will implement Focus 8 to centralise majority of its services, providing necessary tools to improve efficiency and productivity across each its business units. For First Holding, Focus 8 is an investment that will enable consolidation of operations internally. This will take it to a better level of visibility and efficiency across its industry verticals.

First Holding has also opted for Centra CRM and Centra HCM along with the Focus ERP suite. The company approached Focus Softnet for an out of the box solution to meet their needs, when the ongoing implementation of a global ERP major ran into difficulties at various milestones. After assessment, First Holding was convinced that

▶ First Holding will implement Focus 8 to centralise majority of its services.

Focus 8 could meet its requirements.

By implementing Focus 8, the business expects to achieve consistency amongst its different divisions, elevation in the standards of data accuracy and data sharing across its business transactions. This will finally lead to growth in profitability. The complete end-to-end implementation will involve all users to ensure awareness and to maximise benefits. The implementation will be spread across 14 months, with go-live targeted by January 2018.

THE DEEP SEAFOOD COMPANY SELECTS FOCUS

The Deep Seafood Company (LLC) was established in the year 1986 as a small idea to generate the supply of quality seafood to a few organisations in Abu Dhabi. The company went on become an entire fish processing facility over the years at Ajman and later in Dubai, expanding to five branches in the GCC. To aid its growth and expansion plans, the company decided to deploy Focus i across all its branches. The software will help the company centralise its operations, enhance its business processes, generate consolidated reports of its business and help manage inventory and finances effectively.

▶ Focus i will aid in improving business processes.

FOCUS ON NEW FEATURES

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

FOCUS POS | **FOCUS eRMS** | **FOCUS CRM** | **FOCUS 8**

FOCUS 8

• Cheque discounting
Focus8 now allows users to discount the post-dated cheques and take advance against the PDC's. Discounted amount can be adjusted while converting the PDC. Users can also define the PDC discount limit by bank and customer

• Cost calculation in Stock Reconciliation.
Provided 4 new columns in stock reconciliation to check the average cost of the items hence total cost of differential stock can be calculated. User can also check the selling rate and total sales value for specific item

• Release LC Payment Posting.
Focus8 now allows users to Release the LC while making the payment. And also user can categorise the LC as "At sight" or "Usance". Based on the LC type, payment conditions and Account posting will change.

• Schemes implementation
Focus8 now allows users to define the schemes (promotion) by bill value, by Item. Same will be applied at the transactions. User can define discount promos, free items, Sets, expiry based schemes etc

• Scheme Mapping
Provided option to map the defined schemes to specific customers and departments by date range

• Price book variables
Provided variables for Rate by Unit, Product group rate, Rate by customer group using which user can pick the price from price book

CRM

• Signature control for Tabs
Now you can use the Signature control field for getting the signatures from Customers or Vendors over a Tablet and capture the same against that record.

• Approve and Reject web actions
You can approve or reject any module via email link.

• Tally integration
Now CentraCRM is integrated to Tally so that any master or transaction can be posted from CRM to Tally. Also Reports from tally can be viewed from CRM, user need not login to Tally.

• Backtracking from Dashboard
Now all the summary reports from dashboard and the reports will show the data pertaining to the summary item clicked.

• Body Row As New Record in Work flow
Now you can map each body row of source module to one new record of target module in workflow. Also you can filter the body rows of source module to create a target module with only those records.

Retail POS:

• Complimentary in Retail POS:
Complimentary option allows user to give any of the item as complimentary to the customers. The price for the item which is given as complimentary will be Zero and will be printed as complimentary item in Sales Invoice receipt.

• Auto generate Batch number at the time of Exchange/Spoilage, if no Stock is available:
When there is no stock in the inventory and customer will come for exchange of a product a batch number will be automatically generated by considering the last batch series. This will be done by enabling the above preference.

• Day End Card wise Payment breakup:
In the print of EOD summary now user can customise the print format for viewing the details of card payments on the base of card types. Ex: Visa Card amount. Based on the preference user can restrict the credit sale information to outlet. On selection of this preference customer will not be able to pay the balance amount in other outlets.

E-RMS:

• Total Time of Order:
A variable is provided for printing the total time taken for an order. This will consider the time from the start, till the bill settlement is done. User can tailor this variable in the bill receipt.

• Day End Order Type wise breakup:
In the print of EOD summary now user can customise the print format for viewing the summary sale value of the order types for the shift.

• Day End Multi Currency details:
In the print of EOD summary now user can customize a body grid in the print format for viewing the total payments done in various currencies for that shift.

• Day End Wastage:
In the print of EOD summary now user can customize the print format for viewing the total wastage details done in the Shift.

FOCUS ON *FOCUS 8*

FOCUS 8, A REVOLUTIONARY PRODUCT FROM FOCUS SOFTNET, COMES PACKED WITH NEW AND ENHANCED FEATURES TO **REVOLUTIONISE THE ERP EXPERIENCE** AND **ENABLE** YOU IN MORE WAYS THAN EVER BEFORE
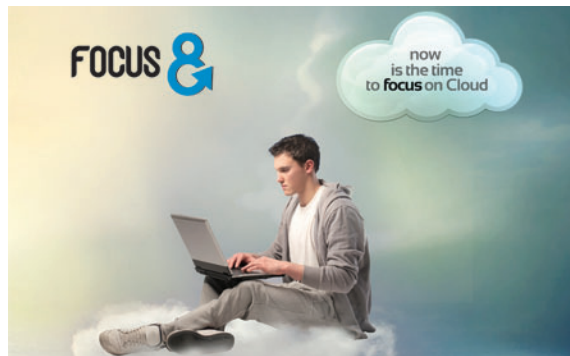
n this edition, Focus on Focus 8 takes a closer look at: Advanced Escalations

Focus on Advanced Escalations

In an environment where ERP is used to integrate business and information processes, hundreds or even thousands of individual users may have access to the company's system, each with rights to perform multiple transactions. As we look at huge volumes of data in this type of environment, keeping checks and controls becomes challenging unless you have the right tool to route every transaction through an approval process.

Effective delegation of responsibilities and tasks is a key component to any organisation's internal control system. Checks and measures are designed to ensure that no single individual inappropriately handles all aspects of a Master Creation, transactions or business processes thus preventing employees from making mistakes in entering wrong data or misusing the system. The authorisation/Escalation process is key to the success and growth of any organisation as it brings in the required controls to every department with its versatility.

- The Sales Department would be interested in checking all Invoices where the customer exceeds the credit limit.
- The Purchase department would need a check on all Purchase orders exceeding the defined budgets
- The Production department defines approvals and escalations for delay in items running low on stock

To approve these documents, Focus provides various sources through which the users are intimated including email, SMS, WhatsApp and dashboard alerts. If these alerts are not acted upon immediately, it causes inefficiency in resource utilisation. To avoid inaction or delays in auto escalation of pending approvals after a set interval, would ensure proper action and would leave individuals no option but to act in time. Focus allows organisations to route the transaction to the next in-line authority for approval. In case of delay in the initial approval process, it proactively

"As we look at huge volumes of data in this type of environment, keeping checks and controls becomes challenging unless you have the right tool to route every transaction through an approval process."

escalates the transactions to the next level of approval.

The escalation can be set on the basis of time pending, credit check, budget check, stock check, cash check and remarks required. The next in line for escalation is selected on the basis of their defined roles. Issuing of documents may also need authorisation from a higher level before they are released. In order to set an authorisation, there must be a condition based on which the transaction can be authorised. A user can set the requirements for authorisation or rejection of a document.

Some decisions cannot be taken by an individual but have to be approved by a majority vote. Systems need to be capable of defining such approval based on majority vote for or against a particular document to be processed further.

Focus8 Authorization and Escalation Module allows the user to setup the approval flow, define conditions, design template for approval message, select the options for alerts and define escalations. The approval and escalation flow can be in multiple-level series or parallel patterns thus allowing organizations to setup a complicated and detailed approval flow. An example of authorization flow – A Purchase Order is passed by purchase department requiring the Purchase manager to approve, which is then sent for Board approval. Or Purchase Orders upto a certain limit can be directly approved by Purchase Manager while anything over the limit goes for the CEO's approval.

With the flexible and configurable Authorization flow, every organization can now look at having controls in place and also reduce carbon footprint by avoiding printing of documents for manual approvals.

Focus 8 has been designed with significant emphasis on revolutionising the following activities:

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

▶ Global Omani Development and Investment Company SAOC in Oman.

GLOREI PLANS FUTURE GROWTH WITH FOCUS

FOCUS I HAS HELPED THE COMPANY SIMPLIFY BUSINESS PROCESSES WITH REAL-TIME DATA FOR BETTER DECISION MAKING

Established in March 2008 as a closed joint stock company, Global Omani Development and Investment Company SAOC (GLOREI) has investments in real estate and hotel projects in Oman. GLOREI was established to capitalise on growing opportunities inside the country, where recent announcements of long term government policies diversifying away from the oil-sector to the non-oil sector as part of Vision 2020, are also boosting its revenue and demand for its services.

GLOREI's real estate projects are a blend of various types including industrial, commercial, hospitality, mixed use, retail, and residential, amongst others. The architecture and design of its projects vary and have contemporary, traditional or mix of elements. Today, GLOREI has acquired a dominant position and is considered one of the key players in the Sultanate's real estate market.

"The company's vision is to be the leading provider of real estate services in Oman. Meeting and exceeding customer satisfaction and social, economic and environmental responsibility is in our company's DNA. Through a diversified team of highly competent, innovative and knowledgeable professionals, GLOREI provides outstanding real estate development services based on the highest standard of ethics, values and customer care," says RK Swamy, Finance Controller, GLOREI.

"GLOREI is proud to be a local company and maintains the highest possible standards. We put an emphasis on the use of local products and materials whenever it is possible. By doing so GLOREI has helped create jobs, stimulate the domestic economy, create a stronger community spirit, reduce costs, guarantee quality and reduce our carbon footprint," Mr. RK Swamy adds.

GLOREI's business venture and investments arm taps into a host of carefully selected real estate asset types

"They [GLOREI] are a very important and valued client for us and we are proud to be associated with a company that strongly believes in adapting to ever-changing needs of its customers."

Bala Subhramanyam, VP of Focus Softnet.

both domestically and within the GCC. The company is committed to four enduring core values that define the organisation and guide its daily operation. These include:
• To protect Oman's natural environment
• To create exceptional innovative experiences
• To conduct itself with integrity in everything it does
• To enhance the community and contribute to development of the nation

The company encourages and supports the use of local made products as it believes the product will have to travel a lesser distance thereby reducing the carbon footprint and effectively contributing to the cause of sustainability. "GLOREI is committed to quality and adheres to international standards in all aspects of our work. This is an integral part of our com-

mitment to the community and in this respect we build quality and we build to last. We are committed to sustainable development and believe that it entails a triple bottomline approach to performance, involving economic yields, environmental stewardship and social liability. Our company is always looking for sustainable solutions by utilising cost effective and environment friendly sources," Mr. RK Swamy explains.

GLOREI also believes in the use of latest technology stressing on the importance of quality yet ensuring cost effectiveness. To streamline its operations and for business scalability, GLOREI was looking to deploy an ERP solution that would aid its future growth plans. After evaluating solutions from different vendors, GLOREI decided to implement Focus i - Focus Softnet's customisable ERP with business intelligence tools.

The company was using an accounting software from another vendor before selecting and deploying Focus i. GLOREI decided to migrate from the previous application due to limitations in the reporting templates and wanted an ERP solution that could be customised for their needs.

"We considered solutions from various vendors and compared their solutions with Focus i on price, portability and additional costs involved. We shortlisted Focus i as it not only met our requirements but was also feature-rich, cost-effective and easy to use. Focus' solution was a good fit in terms of scalability, flexibility and low lead time for customisation. Another enabling factor in migrating to Focus Softnet's portfolio of products was the support and service from the local team in Oman," Mr. RK Swamy added.

The implementation for Focus i was completed within the agreed specified time frame and went live in 2012. Focus i met the company's requirements in the area of sales, purchase to finance. The GLOREI end user team was also trained on hands-on usage of Focus i by the local Focus Softnet support team.

"Overall, operational efficiency has increased for GLOREI with reliable, accurate and timely reports, which have helped in better decision making. The company now has better control on costs and financials. Other benefits of using Focus i included simplification of business processes, and ability to get real-time information including project management updates, leading to better and faster decision making," Mr. Swamy explained.

The GLOREI team could extract data in their required formats without any help from the in-house IT department. They were impressed by the simplicity, flexibility and scalability that Focus i offered.

"We are happy that GLOREI has chosen Focus to play an instrumental role in their growth plans and success. They are a very important and valued client for us and we are proud to be associated with a company that strongly believes in adapting to ever-changing needs of its customers. Our relationship with the group began in 2012 when we deployed Focus i for the company. They have now extended this relationship by Centra CRM as well," says Bala Subhramanyam, VP of Focus Softnet.

"Implementing Focus has been worth our investment and it has served the purpose. We are interested in upgrading the application suite based on market requirements and we are awaiting clarity on these aspects before we decide to upgrade."

While GLOREI has an in-house IT department, managing the Focus Softnet suite of solutions is outsourced to the local support team. Going by the rapid change from oil-driven to non-oil driven economies in the region, it is only a matter of time before the next breed of applications are delivered by Focus Softnet for business adoption inside GLOREI.

▶ RK Swamy, Finance Controller, GLOREI.

"The company's vision is to be the leading provider of real estate services in Oman. Meeting and exceeding customer satisfaction and social, economic and environmental responsibility is in our company's DNA."

RK Swamy,
Finance Controller, GLOREI.

▶ Through a diversified team of highly competent, innovative and knowledgeable professionals, GLOREI provides outstanding real estate development, says RK Swamy.

SALES PROMOTIONS, SCHEMES AND THE ROLE OF ERP

MOHAMMED BAQER ALI KHAN, VICE PRESIDENT, FOCUS SOFTNET LTD, HYDERABAD, INDIA, BREAKS DOWN THE INTRICACIES OF SALES PROMOTION AND HOW ERP CAN HELP STREAMLINE THE PROCESS

In today's business environment, every organisation — small, medium or large alike — is striving for a competitive advantage. The Retail sector is the most competitive of all. While branding and advertising plays a vital role in the retail sector, it is the 'value for money' that attracts a consumer to the store. Though the price tag comes second to quality of a product/service, it is very important to attract buyers on the economical quotient. Even though a consumer is brand conscious, the power of discounts and schemes gives them a double advantage for their favourite shopping stores.

It is important to first understand that a Sales Promotion is different from a Scheme but both surely co-exist.

Sales Promotion is a set of marketing activities undertaken to boost sales whereas a Scheme is the rewarding part of a promotion which varies from product to product. A scheme can be beneficial for consumers, wholesalers, stockists, distributors and even salesmen on different levels of absorption, while a sales promotion is targeted to woo the customers.

A healthy business depends on a healthy sales trend. And a good sales promotion creates a sales surge for the brand. A discount or price reduction is the utmost means to attract customers. But whenever you do so, it is important to understand how this will affect your profit margins and sales targets. Some critical information on previous sales trend, product's competence, cost variance and profit margins, could guide you towards an efficient sales plan for the future.

Why do you need a 'Sales Promotion' in the first place?

Every business needs new clients, who are most likely to walk-in after being attracted by a sales promotion. The effects of a promotion can be noticed in the customers' spending behaviour, as they feel compelled to buy more.

It will also encourage regular customers to re-visit the store for new schemes that you may have to offer. Floating a loyalty customer scheme will ensure a new customer turning into a regular customer.

There are various options for sales promotions – Seasonal or Periodic Discounts, Package or Bundle Stock, Value added offers, Loyalty Scheme etc.

The dynamics of sales promotion depends on how effective the plan is and how well it is executed.

> *"Every business needs new clients, who are most likely to walk-in after being attracted by a sales promotion. The effects of a promotion can be noticed in the customers' spending behaviour, as they feel*

Mohammed Baqer Ali Khan, Vice President, Focus Softnet Ltd, Hyderabad, India..

▶ The dynamics of sales promotion depends on how effective the plan is and how well it is executed, says Khan.

How to plan an efficient Sales Promotion:

- Identify the target market and set goals
- Offer mixed promotions with the product such as a Car-wash, Free gift packing, Free home delivery, Kids play area, Free laundry etc.
- Create a right message
- Implement and track the promotion trends and results to ensure success

How to implement an effective sales promotion:

Variable day price policy: Try to implement a particular price effective on a particular day of the week, such as Weekend Bonanza, Winter Wednesdays, Festive Fridays, or Sunny Sundays etc.

Bulk Promotions: Implementing a bulk discount or free product on volume purchase is a great way to move your low selling product along with the fast moving one, while not compromising much on your margins.

Every Day Low Price Promotion: this will ensure the local community shops at your store. However, it is quite risky as you have to constantly watch your competitors' pricing and keep a vigil on your margins. This also requires you to buy huge quantities for lowest cost spending.

In-store promotion: While you publicise a promotion externally, you will also need to promote the offers in-store when a customer walks-in so that they do not miss out. This will ensure the buyer spends more in the midst of offers.

Right use of price-tags: Show your price tags with listed price and discounted price. It will encourage the buyers for weighable value advantage on the product.

Benefits:

While the promotion may be ef-fective depending on the area, targeted customers and season, the benefits include:

- Increase in sales (which means more revenue)
- Attracting new customers without a large marketing campaign
- Encourages undecided customers to purchase goods, especially if it is limited period offer.
- New sales from inactive customers
- Clearing slow moving inventory.

Risks:

- A sustained sales promotion could damage the brand and its sales as consumers wait specifically for the sales promotion to buy the products or services.
- Limited buying budget affects bulk stock purchases, thus reducing margins resulting in failure of scheme/sales promotion.
- Storage limitation or lack of space due to huge quantities requirements.
- Sloppy marketing or wrong placement of advertisements.
- No clarity on terms and conditions, for exchanges or refunds.

Role of an ERP

To create a sales promotion, one requires exponential data to suggest profit margins, selling prices, discount policies etc. In the absence of electronic data, deciding about a scheme is too difficult. Rule out any assumptions and get into real-time analysis through an ERP to verify possibilities of creating a scheme. An ERP plays a vital role in identifying critical data of the business, like high volume business of a product in previous years, profit margins across various months or seasons, fast moving and slow moving products, area wise customer buying power, etc. A dynamic, interactive and efficient ERP produces multi-dimensional data analysis which will help create a successful plan and execution.

▶ Khan: Equip yourself with a dynamic ERP and feel the benefit.

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Business houses, irrespective of volume, need to be equipped with the right ERP application, in order to take right decisions. IT experts suggest having Business Intelligence tools and Key Performance Indicators (KPIs) as part of the ERP, which derives different analytical views to help you consider several products or services for the scheme. The accuracy of cost factors and margins are vital to decide a scheme, which should be easy to come through from any advance and efficient ERP system.

Equip yourself with a dynamic ERP and feel the benefit. Focus' ERP is known to be one of the top of the line ERP in the SME and medium to large business segments. Let your business unleash the power of Focus ERP and see what you were missing.

How you sell is more important than what you sell. Happy Selling!

New Customer Wins For Focus
HIGHLIGHTS OF RECENT SUCCESSFUL BUSINESS WINS IN THE REGION

Roy Agrovet Pvt Ltd
One of the leading poultry companies in Bengal, Roy Agrovet began as a small poultry farmer and trader of poultry feed and grew to a big business with an integrated operation that includes broiler breeder farming, hatcheries, feed plant and live chicken processing. The company has the largest market share around Kolkata and operates out of 3 locations in West Bengal, India. The company chose Focus I, which was customised for their vertical, or its User friendliness, features, and competitive pricing over other solutions in the market.

Adapt Motors Pvt. Ltd (AMPL)
Adapt Motors is South India's first and largest manufacturer of battery operated vehicles in the competitive segment of three wheeler (Passenger, Cargo and Customised) with innovate and native adapted design and technology. The company chose Focus i for its domain expertise, ease-of-use and integrated modules.

Benzy Foods & Beverages Pvt. Ltd
Benzy Foods & Beverages, Mumbai, India is a part of the Akbar Group of companies – more famously known for its travel brand Akbar Travels. The company manufactures oils such as Coconut, Palm, Gingelly, Honey, Almond etc. They chose Focus RT for its customisation and flexibility.

Backbone Enterprises Limited
As an Infrastructure Development Service provider, Backbone Enterprises Limited has been a very well-known entity pioneering in steadfast deliveries and doing diverse civil engineering projects, no matter how complex they may be. Carving and restoring its nationwide presence with such spectacular consistency for over two decades. Backbone has come a long way since its inception. The company upgraded to Focus 8 to cater to it future growth and expansion plans.

Swan Group
The Swan Group consists of a number of outstanding specialised and progressive businesses established in Qatar since 1980 with a stronghold in various sectors, all striving to provide the best quality of products and services for the valued and esteemed clientele in Qatar. The company chose Focus i for its user friendliness, BI Tools, competitive pricing over other solutions in the market. Focus gave them the flexibility of customising the solution to cater to their needs with integration to POS and Mobile Apps. The fact that Focus had local operations was a huge plus.

Bin Ham Group
In 2007, Bin Ham group decided to establish a properties company in response to its increasing presence in the construction sector. The company specialises in the management of residential, administrative and commercial buildings in Al Ain, Abu Dhabi, Dubai and Sharjah, Muscat and Morocco. The company chose Focus for its customisability, flexibility, features, competitive pricing and Focus Softnet's local market presence. They also deployed Focus PMS and FMS for property management and facilities management.

Al Handal
Al Handal is a real estate development company who are pioneers in the field of construction in Iraq. The company was established in Baghdad and is now headquartered in the UAE to cater to their expansion plans in the Middle East. The company choose Focus ERP for its flexibility and customisation in both PMS and the ERP software.

Tawam International School
Tawam International school is well positioned to offer quality and intensive education from Pre-School (Foundation Phase) and up in the higher Grades. The school chose Focus Advance Institute Management (AIM) software to automate and manage every aspect of record keeping and administrative processes.

MT Kenya Group
MT Kenya Group is a leading distributor of beer, beverage and tobacco. The company has gradually grown over the years and currently has a total work force of seventy (70) employees. The Company chose Focus RT as it fit their requirement perfectly, for its customisability and No license renewal.

Al Fida Computers
Founded in 2000, AL FIDA Group emerged as the as one of the leaders in independent IT retails, dealers as well as distributors in United Arab Emirates. To grow their business, streamline operations and serve their customers better, the company chose Focus ERP system for its requirements.