

Financial Management System for Export Companies

Dynamic NAV helped ETG Boost its Operational Efficiency & Manage Business Effectively Across Locations



Financial Management System for Export Companies

Customer Profile

Export Trading Group (ETG) established in the year 1967, is the leading commodity supply chain operator based in East and Southern Africa. With offices in 15 countries, ETG's areas of operation cover commercial farming, procurement, trading and processing of cereals, pulses and oilseeds. ETG's business model is driven by the company's commitment to providing a comprehensive end to end supply chain solution from the farm gate to our customers in destination markets. The group has investments in information technology, bio-energy, mining, hospitality, forestry, transport, and logistics. ETG operates in Kenya, Uganda, Tanzania, Ethiopia, Sudan, Malawi, Mozambique, Zambia, Zimbabwe, South Africa, Dubai, United States of America, and India. In most of these countries, ETG has developed an extensive network of farm collection points for commodity procurement, warehouses, silos and processing plants.

Business Situation

Export Trading Group (ETG) faced the challenges of streamlining its accounting system across various geographic locations. ETG's was using Tally for all its financial transactions at different country offices without having any centralized database. And, country offices were using separate spread sheets to manage inventory & manually consolidating the entries in their respective databases. Having different databases at different locations & no centralized database, ETG found it difficult to synchronize the transactions between the locations, erroneous & time consuming. With time, the system was unable to handle the needs of the entire group company having different units & offices at different geographical locations. Thus ETG recognized the need for a solution that would integrate its financial transaction along with its trading & logistics process into a single system & generate MIS reports to have better control on decision making.

Solution

Techno Brain carried out a detailed study of the client's existing system to understand their requirements. The existing financial system lacked the scalability that ETG needed to accommodate in streamlining their business processes and enable them to work smoothly and efficiently across various countries. Techno Brain suggested Microsoft Dynamics AX 2009, (formerly Axapta), as a comprehensive business management solution to ETG and implemented the system to improve ETG's productivity. Microsoft Dynamics AX solution has helped ETG, being primarily an export/import driven business, in integrating financial transactions across all country offices with the trading & logistics processes. The solution eliminates the manual efforts of validating data, provides error free data and reduces the efforts to search the required information.

This solution has enabled ETG to boost its operational efficiency, do business across locations and countries by consolidating and standardizing processes, providing visibility across organization, and by having centralized database containing information of all offices and effectively managing a centralized inventory for the entire group.

Customer:

Export Trading Group (ETG) a leading commodity supply chain operator based in East and Southern Africa.

Industry:

Private

Business Situation:

ETG was facing difficulties in managing accounting system across various geographic locations. They were in need of a solution that would integrate its financial transaction along with its trading & logistics process into a single system and generate MIS reports to have better control on decision making.

Solution:

Techno Brain suggested Microsoft Dynamics AX, which helped ETG in integrating financial transactions across all country offices with the trading and logistics processes.

Benefits:

- Availability of real time data
- Integration of offices across geographic locations
- Reduction of operation cost
- Systematized intra-office transactions

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Technologies

Dynamics AX 2009, SQL Server 2008 and Windows Server 2008

Benefits

- **Availability of real time data:** Financial transaction at given point of time and at any location automatically gets replicated in the central database. This real time data enables the management to make better decisions to increase margins, profits, productivity and save time & money.
- **Integration of offices across geographic locations:** The solution helped in integrating all offices spread across various geographic locations into one enabling the management to track and access information with ease
- **Reduction of operation cost:** Techno Brain's solution helped in streamlining daily business processes enabling people to be more effective by saving time to work on other tasks and resulting in cost cutting
- **Systematized intra-office transactions:** The solution automatically generates an alert on export/import transactions that happen between offices located at different countries.