



## Microsoft Dynamics Customer Solution Case Study



**kaybeegroup**

### Solution Overview

Country: Singapore

Industry: Wholesale Trading

### Customer Profile

Kaybee Group is a Singapore-based wholesale trading company that specialises in textiles and apparels. It has 19 offices in 13 countries with a group revenue of US\$300 million in 2006.

### Business Situation

Its disparate IT systems could not support impending growth. There was also an urgent need for better data sharing and business reporting within the group.

### Solution

Kaybee implemented Microsoft Dynamics with the IBIZ Commodity Trading Add-On Solution to consolidate back-end systems, streamline data sharing, improve business reporting and enhance customer responsiveness.

### Benefits

- Better manage increased business volume
- Streamline business data sharing
- Enhance business reporting
- Enable integrated customer view
- Integrate accounting and order processing systems



## Textile Trading Company Achieves Integration of Order Processing, Accounting and Business Information Sharing

**“The immediate benefit of the new system is that Kaybee can now handle the increase in business volume without additional capital investments.”**

-- Mr Shaishav Merchant, Manager, Information Technology, Kaybee Group

Kaybee Group (Kaybee) is a global solution provider in the textile and apparel industry. With more than 19 offices in 13 countries, Kaybee's disparate information system was beginning to strain under its yearly volume of more than 8000 orders. It was difficult to share information, which resulted in duplication of work across the company. The management also lacked a consolidated view of the organisation's operations and customer transactions.

Foreseeing impending growth, after evaluating several other options in terms of user friendliness, cost effectiveness and ease of implementation, Kaybee selected Microsoft Dynamics NAV, together with IBIZ's Commodity Trading Add-On Solution to build a centralised business-reporting infrastructure to consolidate back-end systems, streamline data sharing, improve business reporting and enhance customer responsiveness.



“Besides the assurance of a proven solution from an industry leader, we were impressed by the IBIZ team’s dedication and their willingness to render support whenever required. These were crucial factors that enabled a hassle-free implementation process without much cost and time overrun.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group

## Situation

Established in 1958, Kaybee is a key player in the textile and apparel industry, operating 19 offices in 13 countries and trading in 50 countries worldwide. Headquartered in Singapore, it procures fiber, yarn and fabrics and markets them to customers in the textiles and garment industries. The group also provides consultation services on fashion trends. The group’s revenue in 2006 is about US\$300 million.

According to Shaishav Merchant, Manager, Information Technology of Kaybee Group, the critical success factors for the business are in procuring competitively priced products, with an eye on the quality and meeting customer’s requirements as per committed delivery schedules. As productions are usually planned a couple of seasons ahead, order lead time is at least 3 months. Another way in which Kaybee value adds to their customers, is in advising on future fashion trends, which vary across regions and countries. Access to accurate business intelligence and market trend information are thus key in supporting quick decision-making, while timely business reporting provides insights into customer buying patterns and upcoming fashion trends.

With a yearly volume of 7000 to 8000 orders, Kaybee’s management recognised that its disparate IT infrastructure was coming under strain and inadequate to meet anticipated growth in the business. Operational efficiencies were suffering from the lack of data visibility and integration across global operations. With little information sharing, there was no centralised customer profiling. Workload was also replicated due to system incompatibility.

Kaybee urgently needed to implement a centralised back-end infrastructure that can integrate diverse functional processes and provide efficient IT management and reporting.

## Solution

With limited IT manpower, Kaybee wanted a solution that came with robust industry-wide support. There was also the additional need to protect its hardware investments. Familiarity with the user-interface was another factor, as Kaybee wanted a hassle-free migration and ease in integrating the new system into its current Microsoft-based system.

After a thorough evaluation, Kaybee selected Microsoft Dynamics NAV as it ensured a strong body of industry expertise with assured long term support.

Kaybee’s choice of Microsoft was further enhanced by IBIZ Consulting Services Pte Ltd, a Microsoft Gold Certified Partner who demonstrated extensive knowledge in Microsoft Dynamics. “Besides the assurance of a proven solution from an industry leader, we were impressed by the IBIZ team’s dedication and their willingness to render support whenever required. These were crucial factors that enabled a hassle-free implementation process without much overrun on time and cost,” said Shaishav.

The system went live in offices across Singapore, Indonesia, China, Taiwan and Hong Kong. The solution was subsequently deployed quickly across the region with the Citrix Presentation Server platform. With Microsoft Dynamics NAV hosted on a centralised server, support and maintenance are simplified and streamlined, with enhanced reliability and security control.



“With Microsoft Dynamics, we are able to consolidate information to create accurate customer profiles and gain a better understanding of customers needs.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group

## Benefits

### **Operations: Centralising System Database Enables Better Information Sharing and Enhances Fulfilment**

As a trader, Kaybee needs real-time visibility into critical business information. This enables their staff to source and offer the right products to their customers in the shortest time possible.

For example, if a particular fabric is being purchased in large quantities in Brazil, this may indicate South American preference towards certain fashion trends. If this information can be captured from daily sales order information and shared quickly across the regional offices, country managers can then advise their sales teams to promote this same fabric to other South American countries such as Argentina, whose customers may have similar preferences.

However, as Kaybee’s system database was decentralised over its regional offices, the company was not able to leverage such market intelligence information to support their sales and marketing efforts. Besides the inability to share time-critical business information and market analysis, the disparate back-end systems also created much duplication of tasks and data redundancy.

With IBIZ’s help, Kaybee deployed Microsoft Dynamics Navision to centralise its business information. This enabled effective sharing of business critical information, which helped the management make speedier decisions not just in sales and marketing, but also in purchasing.

Gaining access to updated business information also enhanced textile sourcing, as Kaybee’s staff now get full visibility into stock availability and

corresponding pricing across its offices. For example, if a Brazilian customer requires a certain fabric that is unavailable or over-priced in Brazil, Kaybee’s purchaser can now check via its integrated system, on the pricing and availability of the fabric with his counterpart in another country, such as Indonesia. Instead of running the risk of losing the customer, the integrated database enables Kaybee to successfully close the customer’s order. Customers also appreciate the transparency of information and the value-added support from Kaybee. This in turn helps to enhance customer satisfaction and build long-term customer loyalty.

As anticipated, with the group’s diversification, Kaybee’s yearly business volume more than doubled from approximately 3000 orders in 2004 to 7000 orders in 2006. According to Shaishav, “The immediate benefit of the new system is that Kaybee can now handle the increase in business volume without additional capital investments.”

### **Sales and Marketing: Consolidated Customer View**

“With Microsoft Dynamics, we are able to consolidate information to create accurate customer profiles and gain a better understanding of customers needs,” said Shaishav.

With a common database enabled by Microsoft Dynamics, Kaybee now enjoys an enhanced and consolidated customer view. With the ability to consolidate orders for the same customers, Kaybee also benefits from better economies of scale.

IBIZ’s Commodity Trading Add-On Solution also eases Kaybee’s documentation management by allowing the electronic attachment of various documents.

## About Microsoft Dynamics™

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialised services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

## For More Information

For more information on Microsoft Dynamics, visit [www.microsoft.com/asia/dynamics](http://www.microsoft.com/asia/dynamics) or email: [mbsasia@microsoft.com](mailto:mbsasia@microsoft.com)

For more information about IBIZ Consulting Services Pte Ltd, call (65) 6423 9258 or visit [www.ibizcs.com](http://www.ibizcs.com)

For more information about the Kaybee Group, call (65) 6299 8900 or visit [www.kaybeegroup.com](http://www.kaybeegroup.com)

### **Management: Enhanced Business Reporting and Analysis for Better Business Visibility**

Unlike previously where its order processing and accounting systems existed in silos, Kaybee has successfully streamlined its backend system, enabling the easy sharing of business data and reports with Microsoft Dynamics.

Month-end closing, which used to take 1 week, is now real-time. No longer dependent on internal auditors to travel to each office to manually consolidate its financial reports, Kaybee's finance department can now easily consolidate month-end reports from its regional offices. Ad-hoc reporting is also much faster, as set parameters enable quick report formatting and any data changes are reflected in real-time.

Today, Kaybee's management enjoys a complete top-down picture of the business, while enjoying the convenience of drilling-down to analyse specific data points by business divisions, products and suppliers. Any changes to costs are

updated in real-time, without manual manipulation. The invoice costing screen has also been customised to enable easy budget versus actual comparisons, taking into account expenses such as freight charges and suppliers' costs. This provides quick insights into profitability analysis

### **Automating Customer Touchpoints to Enhance Customer Responsiveness**

For Shaishav, the transformation of the organisation has only just started. Microsoft Dynamics has enabled Kaybee to meet its immediate needs of increased business volume. Moving ahead, Kaybee is looking towards becoming even more responsive to customer needs by establishing a self-service customer portal.

He said, "One critical benefit is that our management now possesses the business visibility required for quick business decisions to exploit opportunities or prevent losses. With Microsoft Dynamics, we now have a strategic platform for further business diversification and the enhanced capability to be a one-stop provider for our customers."

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## Software and Services

### Products:

- Microsoft Dynamics™ NAV

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