

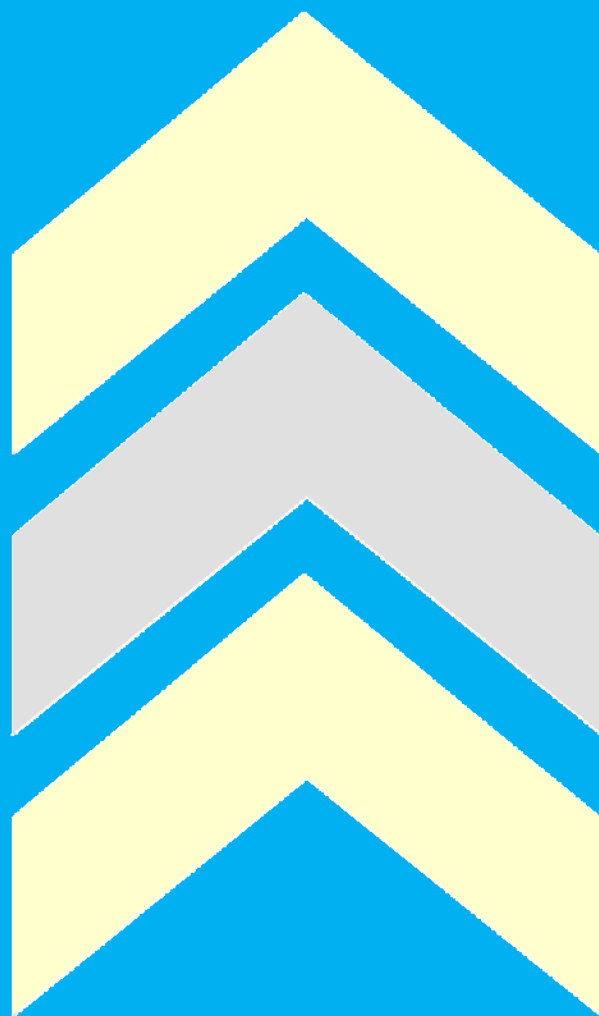
# CASE STUDY: SANAT PRODUCTS LTD IS NOW SYNCHRONISED



APRIL, 2013

Solution: SyncSystems ERP  
Industry: Pharmaceuticals  
Country: India





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## COMPANY BACKGROUND

Established in the year 1984, **Sanat Products Limited** is an enterprise dedicated to promoting life and health through the goodness of natural products. With 'Health and well-being with the power of nature' as its foundation, the company is engaged in the manufacturing and marketing of standardized Herbal Extracts, Spirulina, Ayurvedic Medicine, Dietary Supplements, Nutraceuticals and Pharmaceuticals products.

Currently Sanat Products operates three divisions: *Herbal Extracts Division*, *Consumer Products Division* and *Ethical Products Division* has earned for itself the image of a quality supplier in the domestic and international market niche. Headquartered in Delhi, the company has two manufacturing facilities located at *Sikandarabad* (Uttar Pradesh) & *Dindigul* (Tamil Nadu).

The company's corporate vision recognized and appreciated early on the growing global awareness and need for natural products of the highest quality. It thus initiated its healthcare mission by setting up the most modern state of the art manufacturing facilities manned by technologically qualified scientists. Further, to keep sustaining growth, Sanat strengthened its research and development facilities to enable innovative

and novel formulations. It developed a team of committed professionals in the R&D Centre (*Recognised by department of science & technology, Govt. of India*) who in conjunction with the product development team still endeavor tirelessly to screen and identify the potential therapeutic needs and develop innovative products. Ultimately, as a responsible corporate, Sanat Products has always been concerned for the environment and committed to deliver quality products that are safe and effective. It thus has a separate **Quality Assurance Division** that ensures and places the utmost importance on each process being governed by rigorous **quality control** standards and also has high standards for **authenticity and purity of raw materials**. Its quality policy goes on to focus on customer satisfaction by maintaining consistent and high standards in production and **timely delivery**. It is also committed to continual improvement of its quality systems and to endeavor to **innovate** and improve its technology.

Sanat Products Ltd. classically relies on high quality and innovation of its products, exceptional customer relations, and timely execution. As their industry and business have grown over the years, their ability to thrive in a diversified and competitive marketplace has leaned heavily upon their technology selection of SyncSystems ERP.



## PRE-ERP SCENARIO

Prior to its decision to establish SyncSystems ERP, Sanat's chief challenge was its lack of single centralized management of records. With its corporate headquarters and two manufacturing units in different locations, each with their own operational systems, there was much to be desired in terms of effective communication and scalable support system under one umbrella.

*"The flow of information to us was so slow that we felt we may miss some big opportunities even if they came along walking from our front door. We needed an integrated system so that anyone in the company could see what was happening with a product at any given time."*

Multiple softwares were proving to be unproductive and inefficient, as duplicate data entry and inaccuracy became an issue. Even though the systems seemed adequate for each unit, they did not communicate with each other, resulting in islands of information, and the company had no alternative than to resort to tedious manual records to reconcile its databases and make up for the missing functionality. The non-integrated systems, unable to provide process visibility across facilities, also restricted the company's ability to accurately predict and manage inventory requirements including maintaining stock levels, replenishment of common materials and just-in-time receipt of specialty ingredients. Moreover, the scattered information made it difficult to accumulate and analyze information from multiple databases for any key decision-making by the top management.

Meanwhile, Sanat Products chalked aggressive growth plans wherein tapping domestic as well as international market was on the agenda. Also, plans were slated to add to their existing product line and introduce new range offering to meet the changing market preferences especially in the herbal products division. It was at this time that Sanat realized the short comings of their existing systems and challenges faced with changing market dynamics and their forecasted growth. Although the company was functioning well, it questioned its systems' ability to quickly and adequately support its growth predictions.

provide a proven platform that could scale with the company's aggressive growth plans.

As Narender Prasad, Dy. Manager, Sanat Products Ltd. says, "The flow of information to us was so slow that we felt we may miss some big opportunities even if they came along walking from our front door. We needed an integrated system so that anyone in the company could see what was happening with a product at any given time."

It was at this time that SyncSystems ERP came into the picture as the integrated, end-to-end system to address all areas of Sanat's business. SyncSystems was chosen as the system to standardize Sanat's operations and

Also, in line with Sanat's sound quality assurance policy, SyncSystems provided a robust business application to ensure compliance with all government agencies as well its strict standards. It was also crucial in providing accurate inventory reports, ensure on-time delivery and to be leveraged in foreseeing profitability of upcoming months so investment in capital and resources could be done accordingly.



## SOLUTION

### Scalability & Flexibility

SyncSystems ERP solution delivered to Sanat Products Ltd a scalable technology platform with which the company could grow and support its expanding business with critical capabilities such as quality control measures.

- With SyncSystems, Sanat gained a solution that manages every aspect of their business from production to sales through to delivery, while maintaining product integrity and customer satisfaction.
- With its built-in flexibility, SyncSystems was tailored and customized to fit Sanat's business model.

### Single Resource Point

With SyncSystems as their common unified system, Sanat was now able efficiently manage its massive amount of data eliminating the need for duplicate entry of data from one system to another, resulting in not only reducing effort, but also improving accuracy of data.

### Materials Management

SyncSystems synchronised all aspects of Sanat's business right from materials management to when the product leaves the facility, to implementing responsible accounting for complete maintenance of all financials as well as its internal Human

Resource processes. In addition, Sanat leverages SyncSystems' comprehensive inventory management, multiple delivery scheduling and internal control mechanisms to predict as well as maintain raw materials and production capacity and ensure its crucial on-time delivery.

### Planning & Forecasting

With its systematic output, structured & multiple reporting as well as varied planning and analytical tools, SyncSystems allows Sanat to accurately plan and execute manufacturing activities as well as constantly innovate by exploring new product markets and tracking customer preference patterns. As Mr.Narender Prasad explains, "With real-time viewing and monitoring of data enterprise-wide and easily accessible reports, we have all the information necessary to continually improve our business processes and help us focus on new products developments and innovations."

### Quality Control

With quality control as its greatest concern, SyncSystems' quality assurance functionality and multiple tracking capabilities reassure Sanat Products Ltd. of complete compliance with all regulatory guidelines for producing highest-quality products.



## SYNCSYSTEMS ERP

SyncSystems is an enterprise resource planning solution for small and medium size businesses requiring a sophisticated system that can streamline their cross - functional interdependencies and align with their goals and objectives to create sustainable values. A system built on intelligence capabilities to provide the right information, at the right time and the right place for decision-makers of all levels in a progressive organization, to not only monitor its overall progress but quickly respond to the changing dynamics and uncertainties that loom in today's economic conditions and business environments. A comprehensive internal control system allows optimizing resources to bring about efficiency and effectiveness in the workplace.

**For more** information about SyncSystems log onto [www.syncsystems.in](http://www.syncsystems.in) or call 095-5449-5449

**For more** information on products and services offered by Sanat Products Ltd visit [www.sanat.co.in](http://www.sanat.co.in)

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