



Evosys' EBS Implementation at
Global Export Marketing Co. Ltd.

Case Study

Profile



Global Export Marketing Co. is an export and marketing organization providing sales in various markets in the Middle East, Africa, Near East, and the Caribbean, for US manufacturers and international customers. With headquarters located in New York, they have the operations in UAE and Tanzania. Global Export Marketing located in US, deals with customers and books the orders. As per Customer order, procure the materials from vendors and ship to the customers (Back to Back). Most of the items they do the back to back / Drop shipment business. Back office operations are managed from UAE (through Zams Business Unit).

Zams – located in UAE, imports the Jumbo Foils, repacks and trades the same through Global Export Company. Global export back office operations are managed by Zams.

KIL – located in Tanzania, are distributors of Global Export products in Tanzania and deals with retail business customers (Super Markets, Shops etc.,). They manufacture the Popcorn and trade through Global Export Marketing.

Cweed & Mwani – located in Tanzania, procure the Cotoni & Spinosum from farmers and trade through Global Export / Zams.



Project Outline

Modules Implemented:

Oracle Finance

- General Ledger
- Accounts Payables
- Accounts Receivables
- Cash Management

Oracle SCM

- Purchasing
- Landed Cost Management
- Inventory
- Order Management
- Advance Pricing

Oracle Manufacturing

- Discrete Manufacturing

Resources :

Project Manager and Functional

Consultant - 1

Functional Experts - 2

Technical Experts - 1

DBA - 1

Project Outline

Contract Period :

Project Kick off Date: 05-Jul-2010

Production Go Live Date: 27-Dec-2010

Hardware Platform:

IBM Server

Number of Employees: 70+

Number of Users : 20

Operating System: Linux

Business Need/Problem



- Before Oracle implementation, Global Export Company, Zams Manufacturing, KIL, Cweed & Mwani were using different systems. There was a need to implement a solution that brought all business units under one umbrella.
- Existing price list maintenance was complex.
- A solution was required to Handle Additional Procurement cost & discount, and derive actual item cost at any point of time.
- Need for a solution capable of Intercompany transactions and Consolidated Balance Sheet.
- Required Customer Credit control.

The Solution



- Back to back order
- Drop shipment
- Customer Credit Controls
- Auto Sourcing
- Landed cost Management process
- Container weight Controls
- Lot / Batch wise Item Cost tracking

Challenges



- Handling of Discounts / Expenses at procurement level–The supplier invoice had to be created after adjusting final landed cost expenses and discounts received and then had to be updated at item level for deriving final item cost.
- Discounts / Expenses to be captured to different accounts at Receivable Invoices level - While creating sales order, they have different kinds of discounts / expenses at total sales order level as well as line level. According to the Requirement, while creating invoice, different expense accounts should be picked, based on the nature of expense. Similarly different discount accounts should be picked as per the nature of discount.
- Process Automation, from sales order, procurement and shipping –Automatic creation of purchase order against every sales order and picking the buy price from supplier price list.
- Order wise Profitability – To meet this requirement, item wise cost and selling price are required. Using FIFO and lot-control, they can get the actual item cost lot wise for the lot which has been selected for shipping. In this way they can draw the profitability report at order level.

Business Benefits

- Before Oracle implementation, Global Export Company, Zams Manufacturing, KIL, Cweed & Mwani were using different systems. After oracle implementation all the business was brought under one umbrella
- Complex price list maintenance
- Handle Additional Procurement cost & discount and derive actual item cost at any point of time
- Capable of Intercompany transactions and Consolidated Balance Sheet
- Customer Credit controls
- Handling of Discounts / Expenses at procurement level
- Allocation of Discounts / Expense at Receivable Invoices level, proportionately
- Process Automation, from sales order, procurement and shipping
- Order wise Profitability

Why Evosys?

Implementation Expertise

- Shared Instance Implementation/ Multiple Instance Implementation
- Single Site Implementation /Multi site Implementation
- Phased Implementation/Big bang Implementation
- Amalgamation / Demerger of E-BIZ
- Upgrade & Re-Implementation

Service Extensions

- Health Check & Upgrade Assessments
- Training & Capability Building Services
- Proof Of Concept
- Post Implementation Support Services
- Strategic Resourcing

Integration & Data Management

- Seamless Integration with Third Party and Legacy Enterprise Systems
- Master Data Management Services
- Data Cleansing & Data Enrichment Services

Why Evosys?



- Implementation Expertise **for Large as well as SME Clients.**
- **Vertical Specialists** with experience of Multiple Implementations.
- **100%** “In Budget On Time” Implementations.
- More than **50+** ERP Clients in **6 Years.**
- Industry **Best Practice** Implementations.
- Experts in **Complete Suite** Implementation with **End to End Services.**

Our Industry Bandwidth




Healthcare

- KFSH & RC, KSA
- SEHA, UAE
- NGH, KSA
- NEP(NHS), UK
- KHUH, Bahrain
- KKESH, KSA



Public Sector

- MOH, UAE
- SCT, KSA
- Musanada, UAE
- Dubai Government, UAE



Real Estate

- Ezdan, Qatar



Manufacturing, Retail & Distribution

- Zams (Global Export Marketing Co.), UAE
- ATE, India
- AQESA, KSA
- Riyadh Cement, KSA
- Shalina, India
- Sanipex, Dubai
- SAMCO Farm Superstores, KSA



Diversified Groups

- SAAD, KSA
- Ali Bin Ali, Qatar
- Corodex, UAE



Telecom

- Etisalat, UAE
- Nawras, Oman
- Vodafone, Egypt



Logistics & Transportation

- Qatar Navigation & Qatar Shipping (Milaha)
- Al Theyab Transportation Co. Riyadh
- Arabian Hala, KSA



Food Industry

- Kellogg's, India
- Depco, Bahrain
- Dudhsagar, India

Questions?



Thank You

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