FOCALPOINT

FRESH THINKING

FRESH FRUIT SPECIALIST BARAKAT QUALITY PLUS DEPLOYS FOCUS I TO INCREASE OPERATIONAL EFFICIENCY

CASE STUDY
SAK TRADING ROLLS OUT FOCUS PRODUCTS P09

EXPERT OPINION
THE MOBILE VAN SALES APP'S BENEFITS P20

FOCUS
Solutions that move business

FOCUS

Solutions that move business

FOCUS &
Enabling You!

Transforming
Business

**Growth
& Scalability**

**Online
& Offline Sync**

**iOS & Android
Compatibility**

**Advanced
B.I**

**CRM
Integration**

**Advanced
Workflows &
Report Writer**

**Advanced
Authorizations
& Escalations**

**Communication
Tools**

1711, Grosvenor Business Tower, Tecom, Dubai, U.A.E.
Tel: +971 4 434 7395, Fax: +971 4 432 7545
E-mail: **info@focussoftnet.com | www.focussoftnet.com**

LIVE CHAT on www.focussoftnet.com
Internet Focus Connect | Personalized On-Site Support

- **1,000,000+ Users Worldwide**
- **27 Offices & Innovation Hubs**
- **24+ Years of Business Excellence**
- **Presence in 17 Countries**

Australia • Bahrain • Bangladesh • Canada • India • Kenya • Kuwait • Lebanon • Malaysia • Nigeria • Oman
Singapore • Philippines • Qatar • Republic of South Africa • Saudi Arabia • U.A.E • Yemen

FOCALPOINT

FOCUS
Solutions that move business

A MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome to another edition of *Focal Point*.

Q3 turned out to be one of the busiest quarters for Focus Softnet. We participated in several events across the globe. However, the highlight was GITEX Technology Week 2015, which was a major success for Focus, resulting in the signing of new partnerships and customers. Our sales team will be following up on the leads we got at the region's largest ICT event.

In this edition, we bring to you two interesting case studies, where UAE-based Barakat Quality Plus increased operational efficiency, simplified business processes and was able to get real-time data to make faster and better decisions with Focus i. The second case study is for Qatar-based SAK Trading & Contracting Company, which deployed Focus i for its vertical-specific solutions for the property management and contracting business.

This issue also includes a round-up of our new feature releases, customer wins and events globally. In the Knowledge Zone, you can read about how ERP helps with working capital management, and the expert article covers how our Mobile VAN Sales App helps sales and distribution businesses.

I hope you enjoy reading the latest issue of *Focal Point*. We look forward to your valuable feedback as always.

Ali Hyder
Group CEO,
Focus Softnet
Fz LLC.

CONTENTS > ISSUE 11 • NOVEMBER 2015

▶ Michael Wunsch: Focus i enables better planning.

▶ Barakat required an ERP to expand, says Jeyaram S.

▶ KS Santosh: Barakat is committed to quality.

PACKING BLESSINGS IN WITH FRESH JUICES

BARAKAT QUALITY PLUS DEPLOYS FOCUS I TO INCREASE OPERATIONAL EFFICIENCY WITH RELIABLE, ACCURATE AND TIMELY REPORTS

Founded in 1976 by Mahmood Fouladfard, Barakat International championed a new era in the UAE's food sector. It continues to lead the field by being the most trusted source for a diverse range of food products including vegetables, fruits, seafood, meat and fresh juices. In 2002,

the company began its retail operations through Barakat Fresh Juices, with the aim to ensure that fresh and healthy products reached households without riders, gimmicks and preservatives. Since then, the company has won the confidence of a flourishing customer and fan-base for its 100% fresh juices and other products.

With a vision to become the finest producer of ready-to-consume fresh products, Barakat Quality Plus has been providing quality juice, finest cut fruits and ready-to-cook vegetables to the market. The company's mission is to be socially and economically responsible by contributing to the awareness of health, nourishment and

► Barakat Quality Plus currently employs more than 650 people.

► The company's philosophy centres on providing high-quality fresh juices.

be a positive example to everyone they serve. Barakat caters to a large clientele in the hospitality industry and has stepped up production to accommodate growing demand.

"Barakat in Arabic means prosperity or blessings. We serve purity, trust and happiness in little bottles to people across the UAE. Our 'fruit-to-bottle' philosophy of production maintains the pristine flavor and freshness of the fruit juice, and helps in restoring vital health benefits to the body that every fruit can deliver. We believe in reaching the heart of our customers through their taste-buds, fulfilling nothing short of unadulterated nourishment — what a mother would desire for her child. It is this motherly care and love that reflects in our work ethos and richness in Barakat products," says K.S. Santosh, General Manager of Barakat Quality Plus.

The company's profitability comes from its hospitality sales, which makes up more than 80% of the business. Barakat's retail operations have become the company's

1976
The year that Barakat was founded

CSR initiative, where the company caters to a diverse range of consumers including many people with medical conditions who need fresh juices daily as recommended by their doctors.

"We do not make money through retail. But our company still decided to continue as many patients depend on Barakat's fresh juices daily, and our juices such as the pomegranate juice that we produce is required for cancer patients and has a large consumer base. Juices that do not sell through retail are thrown away. It cannot be recycled, as when the micro organism count shoots up, the juice will get bad. By challenging the very nature of short shelf life of fresh produce, we render utmost freshness and we believe that it is the passion and love of Barakat that infuses the juices with the energy and sweetness of love. Our relentless pursuit of employee satisfaction gets translated into customer satisfaction and retention," Santosh adds.

The secret of the group's success lies in its undeterred commitment

"Our relationship with Focus Softnet goes back to 2003, when we started using Focus 5 on a trial basis and decided to sign up completely in 2004."

Michael Wunsch,
Managing Director,
Barakat Quality Plus

to serving juice in its purest state, and in its workforce also known as 'Barakatis', who are an integral part of the larger Barakat family. Before starting the juice production for the day, the employees gather together and pray in their own faith, asking God to give them strength to do their work with love, which will bring a smile to every customer's face. They ensure that the juices they extract are packed with lots of blessings.

In 2002, Barakat had only 22 employees and that number has increased to more than 650 in 2015. With the business growing rapidly, Barakat Quality Plus was looking towards technology to become a business enabler. Under the leadership of Jeyaraman S., the CEO, the company decided to upgrade its systems and machines. It also achieved the HACCP certification to meet international standards required to serve five-star hotels.

"Our business was growing rapidly and we needed to ensure that we continued to create value for our customers along

with maintaining our high quality standards. To help scale up the business and streamline operations, we decided to look at deploying an ERP solution that would also cover our manufacturing processes and aid our future growth plans. The decision was crystal clear. We decided to go with Focus i, Focus Softnet's highly customisable ERP with business intelligence tools, as it was not only feature-rich and cost-effective but also easy to use," says Michael Wunsch, Managing Director, Barakat Quality Plus.

"Our relationship with Focus Softnet goes back to 2003, when we started using Focus 5 on a trial basis and decided to sign up completely in 2004. Since then, we have upgraded to Focus 6, Focus RT and now Focus i. We did not want to buy just any ERP and install it.

We were looking for a solution that could be easily customised to our requirements and with Focus i, we have converted it to suit our operations," Wunsch adds.

In 2002, Barakat used to write 80 invoices per day manually. That has now increased to more than 2,000 invoices per day through the system. Through Focus i, the company can get information on the customer's profitability, which juices he has been purchasing and which he has discontinued. If a customer has not purchased a product for a long time, the company is now able analyse the reason for the change and if that product had any quality complaints.

"In our business, we have no fixed pattern for orders as the external customer can place an order at any time. So in order to accom-

"Barakat is our valued customer. It is a company that cares for its customers and we are proud to be associated with them."

Shabeer Abubacker, AVP, Focus Softnet

modate these orders, we have to forecast based on the customers' past purchases. It is also important for us to have the raw material data with us as we get to know how much was consumed, how much was procured and what price was paid for it. We needed all this information for our forecasting and evaluation reports. With Focus i, we are able to retrieve past orders, customer information and even before customers ask, we are able to give them details on delivery. This enhances our customers' confidence in us," comments Ganesan Sudarrajan, Finance Controller, Barakat Quality Plus.

"This has also helped in saving a lot on our products. If there is no proper calculation

of wastage, then we could go into a huge loss. It is only towards the end of the year that we would get to know where we stood. Monitoring on a daily basis is easier and helps us correct our mistakes. This is all based on the yield reports. Focus i has made our operations convenient and more user-friendly. For us the return on investment is the return of impressions that we get from our satisfied customers," adds Manoj Kumar, Manager of Operations and Accounts, Barakat Quality Plus.

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

financials thanks to the roll-out of the Focus Softnet solution.

"We are happy with Focus i as it has made our business processes simple, helped us with our forecasting and procurement and it is easier for us to get real-time data to make faster decisions. Through Focus i, we get an insight of where we stand in terms of our raw materials and inventory. This has also reduced wastage from overstocking of fruits," adds Kumar.

"Barakat is our valued customer. It is a company that cares for its customers and we are proud to be associated with them. Barakat Quality Plus was our customer first and because they were satisfied with our solutions, the entire group also decided to go with Focus as well.

12

The number of years that Focus has supported Barakat

"Through Focus i, we get an insight of where we stand in terms of our raw materials and inventory."

Manoj Kumar,
Manager of Operations and Accounts, Barakat Quality Plus

Barakat's choice of Focus i over other solutions is an achievement for us and a testimony that our solutions are best-in-class and offer the best ROI," says Shabeer Abubacker, Assistant Vice Presdent, Focus Softnet.

Barakat migrated to Focus i in January 2015 and once the implementation was complete, Focus Softnet's support team spent time training some key staff on how to use the system. The company is now planning to deploy an online system, where customers will find it easier to place their orders online, and will implement a mobile application by 2016. "Focus has supported us throughout these 12 years. They are at your service every season for every reason," Santosh concludes.

SUCCESS FOR FOCUS AT GITEX 2015

COMPANY PLACES THE SPOTLIGHT ON FOCUS 8, SHOWCASES EXTENSIVE PORTFOLIO OF SOLUTIONS, SIGNS NEW PARTNERSHIPS AND HOLDS DEMONSTRATIONS FOR VISITORS AT THE SHOW

Focus Softnet participated in GITEX Technology Week 2015, which was held at the Dubai World Trade Centre from October 18-22, 2015. The company placed the spotlight on its flagship product, Focus 8, showcased its wide array of enterprise and vertical-specific solutions and held demos for customers on the stand. Focus Softnet also promoted its Managed Services, HR and Recruitment services, Business Process Consulting and implementation services to customers across the region. Senior executives from the company met with customers and partners and announced new partnerships and initiatives.

"We had yet another successful participation in GITEX this year. We are happy with the response we have received at the event and generated many leads over five days. We also signed up some strategic partnerships at the event, which we will announce soon. GITEX is an important event in Focus Softnet's calendar and a great platform for us to raise Focus' profile, position and brand image that we have gained over the years in the Middle East. It also provided us an opportunity to strengthen our relationship with our customers and key partners and de-

velop many new prospects across the MEA region. GITEX Technology Week 2015 was a great success for Focus and we look forward to participating once again next year," said Ali Hyder, Group CEO of Focus Softnet.

The company also showcased the Focus CRM Suite, with Sales & Service, Facilities Management, and Property Management solutions, as well as the Focus Retail Suite, which includes the Focus Point of Sale and Focus Restaurant Management Systems. The company also demonstrated its vertical-specific enterprise software solutions for various industries including manufacturing, trading, healthcare, services, and real estate, to name a few, and showcased its aggressive partnership model as well.

"Ever since Focus Softnet set up base in the UAE, we have not missed participating in a single GITEX. The event provides us with an opportunity to meet customers, partners and potential partners. Given the reach of the platform, GITEX brings together enterprises from across the GCC and Africa, allowing us to the ability to increase the awareness of our brand, products and services to a larger audience. We were able to achieve all this and more at the 35th edition of the exhibition," Hyder added.

HOLDING FOR SUCCESS

SAK TRADING & CONTRACTING COMPANY STREAMLINES ITS OPERATIONS WITH FOCUS SOFTNET'S ERP SOLUTIONS

To empower the younger generation to fulfill their role in the development and advancement process, on 16 September 2012, HE Sheikh Thani bin Abdullah resigned his position as Chairman of the Board of Ezdan Real Estate Company (ERES), giving his place to HE Sheikh Dr Khalid bin Thani Al Thani. The aim of this was to devote his time to lead SAK Group, which works in real estate development, and to transform it to a holding group. He wanted to instill the spirit of ambition in SAK Holding Group to become one of the leading companies in Qatar and the region, strong enough to keep pace with the Qatar National Development Strategy.

On 17 December 2012, SAK Holding Group acquired Ezdan Trading & Contracting Company, an Ezdan Real Estate Company subsidiary, which was constructing and building urban projects, and annexed it to SAK Holding Group. It was also given a new name — SAK Trading & Contracting. The new company will continue to build ERES projects and at the same time build SAK Holding Group future projects, capitalising on five decades of experience in the contracting business. Twenty-five per cent of SAK Holding Group Assets is dedicated for charity work.

The company's activities span from the general construction of buildings, housing and commercial infrastructure projects, trading in construction equipment, electrical equipment, fire-rated doors, carpets, and household furniture to providing general maintenance and repair services.

"SAK Holding Group is distinguished by its leadership in the real estate domain and this is confirmed by the many prestigious projects the group has completed over the last few years. The company is working at a rapid pace to implement future projects, which will add positive value to the firm, and authorise the company to have the ability to compete with other multinational firms in the long term, whether local or international. To achieve this, we began looking towards technology to become an enabler in our growth and success," says Abdul Rahman Alnajjar, Deputy CEO, SAKHolding.

"We had deployed an ERP solution from another vendor and faced many challenges, especially when it came to the total cost of ownership (TCO). Hence, we began looking for an ERP solution that could take care of all areas of our business processes, as well as offering us stability, scalability and speed. Another key requirement was the cost of the solution. The ERP had to be robust to take on the volume of transactions, have the ability to scale up when required and needed to be flexible and easily customisable. Focus' ERP met all of our requirements," adds Suhail Abbasi, IT Director, SAK Holding.

The company studied and analysed various solutions available in the market and decided to go with Focus i, as it met all of its requirements in business knowledge, customisation and price point. "We were impressed with the features and flexibility, which would facilitate future customisations as we continue to expand and streamline our operations," Abbasi says.

Prior to deploying Focus i, SAK Holding had already deployed Focus RT from its associate company, IHG (International Housing Group). Having experienced the flexibility of Focus RT, it was an easy and lo-

> *"SAK Holding Group is distinguished by its leadership in the real estate domain and this is confirmed by the many prestigious projects the group has completed over the last few years."*
> **Abdul Rahman Alnajjar, Deputy CEO, SAK Holding**

Technology is an enabler for growth, says Abdul Rahman Alnajjar.

Case Study

▶ Abbasi says he was impressed with Focus i's features and flexibility.

gical decision for SAK to upgrade to Focus i. "A key differentiator was the availability of vertical-specific solutions for property management, contracting business, etc., which helped us select Focus i as our trusted solution," Abbasi explains.

Focus i is a revolutionary mid-tier ERP solution with fully integrated business intelligence (BI) tools. Focus i provides real-time, multi-dimensional posting of transactions, resulting in real-time reports. Focus i features incredible applications such as an enterprise dashboard, where customers can get information about their business at a glance. The solution also has a mobile interface, allowing customers to manage their business directly through their smartphones.

"Focus i offers us a distinct advantage with a list of innovative features that are available across all modules. With the multiple reporting tools and customisation options available, we do not require any external reporting tool," says Abbasi.

With the deployment of Focus i, SAK Trading & Contracting Company has been able to streamline its material management needs by tying together the material requisitions to its BOQs and PO Generation and approval management. The company can now track pending purchase orders and material receipts, either to the central stores or site stores, from a single window.

Similarly, SAK has also streamlined its sub-contracting activities by generating a unique workflow that links contract requisition to PO contracts, and finally to work certificate and payment orders. The online availability of the system on the project sites has helped SAK reduce the turn-around time on material management and adopt efficient practices to reduce the overall supplier liabilities. The site users are now able to have online access to the materials' status so that they can maintain a tight schedule on project deadlines.

"In the contracting business, timely availability of materials at project sites is a big challenge. With the deployment of Focus i, our users are not only able to quickly raise their requisitions to the central procurement team but are

"Focus i offers us a distinct advantage with a list of innovative features that are available across all modules."

SuhailAbbasi, IT Director, SAK Holding

also aware of allocated budgeted quantities. We are happy with the solution and the continuous support that the local Focus Softnet team in Qatar offers us," comments Abbasi.

SAK Holding attaches great value to the Focus ERP solutions and has been actively working with Focus Softnet to improve the level of features and support services for its users. The company has deployed the full version of Focus i, covering its contracting business with Focus Property Management Solution.

"During our recent event for the launch of Focus 8, SAK Holding was nominated for the Most Prestigious Customer award, which speaks volumes about our relations with the company. Today, SAK Holding is actively considering upgrading to Focus 8 and looking at providing ESS Mobile Apps to their ever increasing work force," Juzer Madraswala, Branch Manager, Focus Softnet Qatar, concludes.

Natural Ice Cream Deploys Focus 8 POS

Established in 1984 in Mumbai, Natural Ice Cream is a pioneer in making artisan ice creams using only fruits, dry fruits, chocolates, milk and sugar with no added preservatives or stabilisers in its products. This idea was conceptualised by Mr R.S. Kamath, CMD of Kamath's Ourtimes Ice Creams.

The company has been in this business for 25 years and currently has 118 outlets across India. It has also won many awards over the years and is known as India's highest retailer in manufacturing artisan ice cream. The company office and factory in Mumbai is spread across 25,000 square feet, with state-of-the-art facilities equipped with special freezers and other storage units. The company chose Focus 8 Finance, Inventory, Production & POS solution for its functionality, customisation and extensive features that would allow the company to be both competitive and cutting-edge by maximising operational efficiency and minimising operating costs.

Australia's Munch Express Chooses Focus 7 with Android-Based Van POS

Munch Express, a Sydney-based company that operates a food truck fleet of about 70 vehicles, has signed on Focus 7 to scale up its business, streamline business operations and gear up for future growth. The company plans to install all modules of Focus 7 except the Payroll module and integrate the solution to its Android-based Van POS sales with real-time connectivity to the ERP, which will help in production forecasts and wastage control and will give the company real-time sales and cash flow analysis.

Munch has over 25 years' experience in the mobile food industry, and offers workplaces that lack the facilities to provide meals to staff by providing door-to-door delivery of packaged foods via food trucks and vans.

Focus Softnet Participates In SIRC of ICAI

Focus Softnet recently participated in the 47th Regional Conference of SIRC of the Institute of Chartered Accountants of India (ICAI) in Chennai. The company showcased its flagship ERP Solutions and other business-vertical specific solutions and its services at the event. Senior executives from Focus Softnet interacted and networked with CAs and finance heads from leading organisations in India.

Focus Softnet at TechBiz @Malaysia IT Fair

Focus Softnet participated in TechBiz @Malaysia IT Fair, held in Kuala Lumpur from August 28 to 31, 2015. The company showcased Focus 8, its flagship, new-generation ERP; Focus i, a revolutionary mid-tier ERP solution fully integrated with business intelligence (BI) tools; Focus RT, the ERP solution to manage finances, supply chain payroll, point of sale and customer offices; Focus AIMS, an academic record management software solution for schools to automate processes; and Focus Mobile Point of Sale, a software solution that incorporates the functionality of a traditional POS workstation into a mobile device, which in turn helps businesses to serve customers, at the event. TechBiz provided Focus Softnet the opportunity to promote its managed services, HR and recruitment services, business process consulting and implementations services to customers across Malaysia.

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

Retail POS

Same item with different price
If the option of the same item having different rates is opted for, then same item scan multiple times will appear in separate line, where the user can input rate against it.

Manager approval for logout
For logging out of POS application, the user can configure manager approval through a preference, after providing credentials the system will allow the user to logout of POS screen.

e-RMS

Void saved transactions
The transactions which are saved for ordering to kitchen but not sent can be cancelled at the end of the day, a function button is provided.

Section layout
The user can view the status of dine-in tables in multiple sections from main screen, and a function button is provided to view the section layout.

Product stock check
Option to check the stock of the product from main screen is provided through shortcut button for product query, which can be customised, and the user can check the stock available.

CRM

Raise problem, question and solution
Raise a problem against a request and convert the same to a solution or request for change if any change required.

Combo-box customisation
Customise any master combo box with multiple columns and also define the widths for them with an option to search by code.

Executive load in Services tab in Contract
With this feature, one can check the call load of preferred executive while scheduling the preventive calls in a PMC Contract.

Notes List and Email Count against Service Call
In list view of Service Request Module, on each call request, user can log-in instant notes.

Sync ERP Master
Now you can sync the existing ERP Masters to CRM with one click by using Sync Master options in the Sync Mapping.

Focus 8

WMS module
Complete WMS Flow introduced in Focus 8 inventory management with new voucher classes, i.e. ASN, RTS, Put Away, Put Away Confirmation, Move, Replenishment, Picklist.

WMS on mobile
WMS is now available as mobile app on the Android OS. Instructions can be performed by users based on their login credentials.

Inter-company enhancement
Audit log is maintained for inter-company-related transactions.

Adding External Module tab in master
Now one can create new tab in any master and call external modules in masters as new tab.

Stock reconciliation by bin/batch
Provided option to perform the stock reconciliation by batch and bin.

Price book enhancement
Provided option to view the prices by product group/customer group/vendor group.

Workflow dashboard in Info Panel
Using this feature, the user can check the previous and next document in the workflow or load the document to next stage in the workflow.

Document set printing
Using document set, one can combine different layouts and save them as a template. The template can be called on later to print complete sets of documents. For example, one can print and send sales invoice and delivery note together as a set.

Training feedback
On completion of training, employee can login to ESS system and can enter his feedback through the Employee Feedback Form. The trainer can also register his feedback through the Trainer Feedback Form.

Emails to candidate and recruiter simultaneously
When a candidate is shortlisted, a candidate has to go through different interview rounds,defined according to the position on offer. When creating a flow, an email template with details of the round would be added to the flow from,with mail sent to candidate and recruiter simultaneously.

Agent Portal
Access to agent portal can be given to external recruitment agencies, wherein an agent can login into the portal and check job openings in an organisation and can forward candidate details with suitable requirements.

FOCUS ON *FOCUS 8*

CRM INTEGRATIONIN THE NEXT-GENERATION ERP

Focus 8, a revolutionary new product from the arsenal of Focus Softnet, comes packed with features, both new and enhanced, with one objective — to revolutionise the ERP experience and enable you in more ways than ever before. The product has been designed with a significant emphasis in revolutionising the activities shown in the box below. The preceding editions of Focal Point discussed the advanced business intelligence aspects of Focus 8. This time Focus on Focus 8 takes a closer look at:

CRM integration

Revenue is arguably the most critical aspect of any business. For most businesses, particularly in the SME space, this critical aspect is left to the top management, and, when delegated, is impossible to control. Revenue management from a sales perspective is governed by relationships between the individuals in question and the memory and priority identified at a personal level. Needless to say, this recipe doesn't instill a sense of confidence that everything, that can and should be done to achieve a positive sales or after-sales service outcome, is being done.

Focus 8, with its advanced CRM integration, handles the aspects of pre-sales, sales and after-sales service and support with aplomb. More importantly, it sets priorities and manages procedures at an institutional level.

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

Pre-sales and sales

Focus 8 CRM arguably packs one of the most impressive and comprehensive, yet easy-to-use CRM systems, with pre-sales and sales modules that can be updated with activities and opportunities within seconds. The sales modules, integration-capable with telephony and dialer systems, manage accounts, contacts, tele-leads, leads, opportunities, and campaigns through an intuitive system.

The unique 'one-page' approach to the design of the CRM ensures that all pertinent information for each opportunity from contact information, to email, documents, attachments, activities such as meetings and follow ups, quotations, proposals, stage history management, notes, and sales orders are all present on just one page in easily identifiable sections, making navigation and updating data a breeze for the executives, and monitoring a breeze for the managers.

"The powerful proactive reminders, alerts and recurring modules ensure that nothing is forgotten."
Rohan Tejura,
Asst. VP, Focus Softnet

After-sales service and support

Once a sale is won, it is critical that the support standards remain at the highest level to ensure customer satisfaction, and creates a reference base for new customer acquisition. The robust support module of the Focus 8 integrated CRM ensures that all sales orders raised in the CRM seamlessly transfer to the support team through relevant preventive or annual maintenance contracts or generate requests on an on-call basis.

All customer requests can be handled to a great level of detail down to generating multiple work logs for each request, and allocating preferred engineers or service reps to the tasks at hand. Intelligent SLA management and governance ensures service quality is maintained, and what's more, the system intelligently 'learns' the resolution of various service tickets, thereby creating a knowledge-base for reference for similar future requests.

The Focus 8 CRM modules eliminate the redundancies of data entry duplication and seamlessly provide a unified ecosystem to manage the entire sales and services portfolio, completely integrated with accounts receivables, inventory, products and reports. The Focus 8 CRM modules can truly revolutionise any sales-oriented organisation's top and bottom lines.

NEW CUSTOMER WINS FOR *FOCUS*

FOCUS SOFTNET CONTINUES TO ATTRACT NEW CUSTOMERS FROM AROUND THE WORLD

Morpho
Morpho (Safran) is a global leader in security and identity solutions for an increasingly digital and connected world. In order to manage its recruitment processes, Morpho has chosen Focus HCM due to its sophisticated features, customisation and flexibility.

Louzan Group of Companies
Louzan Fashion is a luxury ladies' abaya and sheila brand for the contemporary Arabian lady. Over the last 10 years, the Louzan retail network has expanded rapidly and currently has 16 stores across the GCC. The company chose Focus 8 for its flexibility, modular structure and enhanced features.

QBG Services
Qurum Business Group is a diversified business services group with operations across the Middle East, Europe and the Indian sub-continent. Headquartered in Oman, the company has over the years grown into a leading international business group. The main reason for opting Focus 8 was its competitive pricing and real-time system design that provides accurate information, which will help QB Gstreamline business operations.

Safe Line Electrical & Mechanical LLC
Established in 1989 in Abu Dhabi, Al Ain and Dubai, Safe Line Electrical & Mechanical LLC is into the supply and distribution of materials related to electrical, mechanical, plumbing, safety and tools. The company chose Focus 8 as it was a complete solution and would help to achieve a good return on investment.

Sakura Kristal (MBA Crew)
Sakura Kristal Cafe & Restaurant established its first outlet in Lebuh Pud in 2003. It serves traditional dishes from the wok and has invented new modern contemporary dishes from the grill. With seven branches across Malaysia, the company started a new brand called Makan under the MBA Crew. The company has been using Focus systems for more than seven years across its branches and has deployed Focus 8 POS and Focus RT due to their functionality and flexibility.

Alma Express
Alma Express is a professionally managed courier company that offers premium quality services across the Middle East. The company guarantees its customers a comprehensive suite of quality services using cutting-edge technology. Alma Express chose Focus 8 and CMS modules as Focus has specially customised the solutions as per the company's requirements.

Al Mira Centre
Al Mira Establishment for Trading and Import was founded in 1977. The company has been a long-term Focus customer, having deployed Focus 5. The company recently signed up for Focus 8.

Shalimar Agarbatti Co.
Shalimar Agarbatti Co. is a leading manufacturer and exporter of perfumed incense sticks (agarbatti) and dhoop sticks. The company decided to go for Focus 8 since it was a cost-effective solution with advanced and web features that could be customised according to business needs.

Sahyadri Hospital
Sahyadri Hospitals is the largest chain of hospitals in Maharashtra. The group has been into the business over 20 years, and 11 hospitals have been established across Pune, Nashik, Karad and Navi, Mumbai. The hospitals have more than 1,200 beds currently and plans to expand to almost 1,400 beds by the end of the next financial year. The hospital has chosen Focus due to its flexibility, scalability, availability of the Payroll, HR and ESS modules and majorly due to its finance integration with Focus Insta.

Tibrewala Electronic Limited
Tibrewala Electronics Limited is one of the most renowned manufacturers of capacitors and MPP film in India. The first manufacturing unit for plastic film capacitors was setup in 1985. The company has a global presence across Asia, Africa, Australia, Europe and America. The company has been working with Focus and has now upgraded to Focus i due to its flexibility and competitive pricing.

Enjazat Signs On Focus i, CRM, Mobile Apps

Established in 2009, Enjazat Services, a subsidiary company of Bin Murshed-Holding, is a national firm that serves the business community in the emirate of Abu Dhabi. Enjazat provides a wide range of services aimed towards the business community, including public, government, and private sectors, as well as to individuals to facilitate their transactions and supply value to their businesses, operations and daily tasks. Through recent years of operations, Enjazat has successfully proven itself as a market leader in its sector through providing innovative, efficient and high quality services to its clients and customers. The company chose Focus i to enhance its business processes, streamline operations and gear up for future growth.

Al Khoud Water Signs Focus to Streamline Business Operations

Al Khoud Water, a part of Global Pioneer LLC, is a manufacturer and supplier of mineral water in Oman. The company chose to deploy Focus ifor its enhanced features and offline van sales module with data sync, which would add value to the company's day-to-day operations. After the first demo itself,Al Khoud decided to go with FocusSoftnet's ERP as it met the company's requirements. The company hopes to streamline its business operations and scale its business with Focus i.

ERP AND EFFICIENT WORKING CAPITAL MANAGEMENT

ERP SOLUTIONS CAN CONTRIBUTE GREATLY TO DEVELOPING A SOLID WORKING CAPITAL MANAGEMENT STRATEGY, WRITES KRISHNA KUMAR NAIR, EXECUTIVE VICE PRESIDENT FOR CANADA, FOCUS SOFTNET

Efficiency is the key to achieving a healthy and prosperous business. It is critical that businesses involve processes and procedures to ensure that their enterprise builds a healthy cash-flow to ensure working capital. Working capital represents the difference between a company's current assets and current liabilities. Therefore the goal of working capital management is to ensure that a firm is able to continue its operations and that it has sufficient ability to satisfy any upcoming operational expenses. The process of managing working capital involves efficiently overseeing inventories, accounts receivables and payables, and cash, which can be achieved through a well-implemented ERP solution.

Rotation of inventory is one of the most critical factors in building a healthy cash-flow and ultimately a healthy working capital. Visibility into inventory is key to inventory rotation and is only possible if an enterprise is able to visualise sales trends, and its inventory life cycle from procurement to sales, as well as costs that are directly or indirectly related to inventory management. An ERP can enable a business to minimise storage time so that inventory coming in or the products manufactured are sold at the earliest. The resultant effect of which is revenues generated from those sales that can finance the procurement of the next round of inventory. This ultimately ensures that working capital utilisation is optimised. To achieve the said optimisation, one needs to manage data and this can be achieved through an ERP.

Inventory rotation backed by efficient accounts receivable and payable processes will ensure optimised utilisation of funds. ERPs that provide a comprehensive ageing analysis can drastically assist in the decision making process. Credit days can be effectively ascertained while ensuring that the credit is granted to dependable customers to assure defaults in payment receipts is kept at its minimum. At the same time, having visibility to exposed liabilities in the form of payments to vendors or procurement of assets will help in managing cash flow. This can subsequently help to build working capital which can then be used for business opportunities or expansion projects.

The impact of inefficient working capital management can be challenging and incapacitating for a business. If there is excessive stock, debtors and cash and very few creditors, there will be an over-investment in current assets. The inefficiency of managing working capital can result in lower returns as long-term funds could be unnecessarily tied up when they could be invested to earn profit. This situation is known as over-capitalisation of working capital.

On the same note, under-capitalisation is a situation where a company does not have sufficient funds to run normal operations smoothly. This may happen due to inefficient working capital or the diversion of working capital funds to finance capital items. If the company faces the situation of under-capitalisation, then it will face difficulty in meeting current obligations, procurement of raw material, and/or meeting day-to-day running expenses. The result will be reduced profitability, and reduced turnover. In most instances, a company's working capital is a core part of its daily operations, but it can also be indicative of financial problems, especially when working capital runs in the negative for an extended period of time. ERP with business intelligence (BI) can capture the workflows of an enterprise and proactively alert and highlight transactions that will effect the required bottom-line to maintain a healthy working capital.

Therefore it is imperative that a business utilises tools that can help to monitor operations and tap into this accumulated information from its various processes. This can be achieved by using an efficient business intelligence tool, which is often available in an ERP and that is developed to help an organisation visualise its business in a three-dimensional view. Companies with effective cash flow management practices not only generate more cash from their businesses, but they also have more flexibility to take advantage of opportunities as and when they arise.

ERPs accumulate, manage and distribute information across functional boundaries and help in linking and analysing data between production, materials, planning, human resources, finance and sales. Measurements, analysis and simulation capabilities of an ERP can help companies plan better and react sooner and more effectively to changes in demand, competitive actions, and supply chain disruptions. This can result in enhanced trade and inventory management. Data then grows to become a database, which helps businesses to analyse and forecast trends, better preparing them for the days ahead and keeping a business on the leading edge. If information is used and analysed correctly, the result would be an efficient business with optimal inventory management and cash flow.

▶ Kumar: Companies that run well tend to exude confidence.

"ERP with business intelligence (BI) can capture the workflows of an enterprise."

Krishna Kumar Nair, EVP for Canada, Focus Softnet

A well-implemented ERP solution, with processes driving efficient working capital management, certainly is the recipe to having a successful business. With accurate and timely information, one can take the required action to ensure that business is conducted at a high level of efficiency. Business institutions that run in a well-planned environment exude radiance and confidence, which ultimately attracts customers to transact with them. Therefore, businesses should strive towards building their capital, be it assets or deployable cash flow, and manage the same through a well-implemented business process, systemised by a well-implemented ERP solution. This is entirely possible, and for many companies, ERP has become the watchdog for the defined business processes. 🖊

BUSINESS BENEFITS OF VAN SALES APP

THE MOBILE VAN SALES APP OFFERS BUSINESSES AN INTEGRATED MERCHANDISING SOLUTION, WRITES ALI HASSAN, EXECUTIVE VICE PRESIDENT, FOCUS SOFTNET

More and more organisations are recognising the strong business benefits that mobility brings and are creating new programs and strategies to make better use of mobility. Mobile devices are increasingly being used to access data, transact, see and analyse reports to make faster decisions. With the high penetration of the internet, CEOs are now able to do business on their smartphones while on the move. Software developers have taken note of this trend and created mobile applications for different aspects of their customers' businesses.

Mobility initially facilitated the top and middle-level management with decision making power, where they could access reports and make quick decisions,giving their teams approvals on the move. However, trends such as BYOD have opened the doors to virtually anyone who would like to record transactions, check data, accept or approve and print while on the move. VAN Sales is one of such solutions that helps a wide range of business verticals capture and provide data instantly when the sales or delivery staff use the app on their mobile devices. The mobile VAN Sales application is created for different operating systems, such as iOS, Android and Windows, making it accessible on all smartphones available in the market. The mobile VAN Sales app works on other mobile devices such as tablets, too.

Focus Softnet's mobile VAN Sales app is a feature-rich solution which is very simple to use and can be used by any sales and distribution business. Our mobile VAN Sales solution is designed to enable and automate the field sales and delivery staff using handheld terminals or smartphones to improve sales cycle efficiency and reliability,and to eliminate the need for paper-based back office reconciliation and data entry.

The VAN Sales app consists of efficient, reliable, and user-friendly

"The app greatly enhances the sales and accounting cycle, reduces manual data entry and improves efficiency."

Ali Hassan, EVP, Focus Softnet

▶ Hassan: The app consists of reliable, user-friendly components.

desktop and handheld components. Its features cover most needs and scenarios within the sales and distribution business cycle. Moreover, the solution is very flexible and can be customised to meet the requirements of different businesses.

The VAN Sales app offers customers an integrated merchandising solution, provides up-to-date inventory and customer balance, and updates orders and deliveries on the spot,meaning real-time visibility on sales. From invoicing to delivery status updates, back office inventory checking and reservation to tracking, the solution offers the company real-time updates. Whether operated online or offline, the app greatly enhances the sales and accounting cycle, reduces manual data entry and improves efficiency.

Having the mobile VAN Sales app helps businesses plan better and have better control of their distribution business. It helps sales managers to analyse the sales and distribution activities and work on the financials, promotions, pricing, discounts etc, which can then be offered to the market.

The sales activity, executed using handheld devices or smartphones, captures massive amounts of data pertaining to the routing, sales, consumer behaviour and other aspects of the sales cycle. This data can be mined to uncover a wealth of information that allows sales managers to better navigate today's competitive markets. The VAN Sales app presents this information with ease to the customer, using feature-rich dashboards and a reporting system, capturing this data and presenting to the user actionable conclusions in graphs and numbers.