FOCALPOINT

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HATCHING PLANS

Arabian Farms redefines its future with Focus Softnet

FOCUS
Solutions that move business

MESSAGE FROM THE CEO

Dear Customers and Partners,

Welcome back to another edition of Focal Point.

We're hugely excited about the coming months, and are gearing up for a bigger participation at GITEX Technology Week 2018. We've got a fantastic announcement lined up for GITEX, but on that subject I will say no more for now.

ERP implementations are challenging and complex, challenges which sometimes lead to projects taking too long and going over budget. Focus Softnet's Vice President, M. R. Faisal, shares his tips on delivering a dream ERP implementation in this issue's Focus on Focus 8 section, and he also explores the benefits of Focus ERP and the value it brings to enterprises.

Focus has a long list of successful IT businesses that use Focus ERP as a decision-making tool, and in this edition of Focal Point, you can learn how Arabian Farms has deployed Focus' solutions, including our Van sales application, which delivers real-time sales visibility and the

ability to make changes at the customer's end. Arabian Farms has enhanced its business processes, and is planning its future growth with our solutions.

We also explore how how Al Noori Computers has managed to improve efficiency and streamline operations with Focus mid-tier ERP. You can also read updates about the new features of our products, global happenings and customer wins from across the globe.

We hope you enjoy reading this edition. We look forward to your valuable feedback always.

Sincerely,

Ali Hyder
Group CEO
Focus Softnet FZ LLC

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Arabian Farms builds for future with Focus Softnet

IN ITS BID TO REMAIN AT THE CUTTING EDGE OF THE FOOD PRODUCTION INDUSTRY, ARABIAN FARMS ENLISTED FOCUS SOFTNET TO PROVIDE TRANSPARENCY AND SIMPLICITY TO ITS OPERATIONS.

Established in 1978 in Saudi Arabia, Arabian Farms expanded its operations to the UAE in 1999, and has never looked back in its bid to deliver fresh, high quality produce for its customers.

The firm's UAE facility, one of the country's premier egg producers under the SAHA Brand, is spread over an area of 1 million square feet, while the firm can produce almost 120 million eggs per year through its fully automated, environmentally controlled chicken houses and an in-house feed manufacturing plant.

Arabian Farms is known for its innovative approach to producing premium quality designer eggs and poultry products. With five major categories of eggs under the SAHA brand, including: white, brown, Omega 3, eco and pasteurised, the firm stands as the clear market leader for its product diversity.

To spur on the firm's impressive growth, farms in both Saudi Arabia and Dubai have added new poultry houses, with the aim of boosting gross production by 10%, while the company has upgraded its machinery and built structures to enhance process and product quality. High biosecurity standards are enforced to protect birds from disease outbreaks, and new feeding techniques and formulae have been developed to modify the egg contents for greater health benefits to the consumer.

Arabian Farms is now also expanding into the poultry product space, which will be driven by the development of a greenfield broiler project in Al Ain to produce 6 million kilograms of broiler chicken meat per year. Once fully operational, this will allow Arabian Farms to capture 2% of the premium fresh chicken market, which aims to increase turnover two-fold.

"Since we began our operations in the UAE, our strategy has been to build a strong and quality-conscious advanced production facility, to innovate and produce designer premium quality eggs to differentiate ourselves from the competition and provide consistent service to our customers through an efficient distribution network," Dr. Suheel Ahmed, CEO of Arabian Farms, says. "Great team work from our highly motivated, professional workforce has paid off in the form of constant growth and our current expansion plans."

The food production industry requires decisions to be made within the shortest possible time, not only to increase productivity, but also to protect livestock from diseases. However, the industry is not one that has always been associated with cutting-edge technology.

"The farming industry is not considered tech-savvy," Ahmed says.

"However, with the rapid growth and expansion of our business, and advancements in technology, we needed to integrate our operations and systems to get information fast enough in order to make quick decisions."

Arabian Farms has been working with Focus Softnet since 1999, and over the years, different versions of the firm's solutions have been used. Arabian Farms has evolved from using Focus Softnet's Finance Module, to using almost all other modules, including those that capture production, inventory, logistics, sales and customer data.

"Our relationship with Focus Softnet began with Focus 5, which was then upgraded to Focus 6, Focus RT and has now transitioned to their intelligent ERP solution – Focus I," Ahmed says. "Using this solution, we have been able to easily analyse data from various departments and make timely decisions. The inventory module has further increased visibility on all our stocks."

Arabian Farms conducts 80% of its business with leading supermarkets and premium customers, and their farms produce more than 400,000 perishable eggs, which have a limited shelf life and cannot be stored in-house for more than three days. "The shelf life for eggs is

90 days, while for fresh chicken it is 3 days," Ahmed says. "It is extremely important for us to get real-time information on our production and inventory. The main challenge we faced was integrating information from various departments and analysing it to ensure prompt decision making. With Focus' solutions, we were able to address that and are currently working towards increasing our efficiency."

In its bid to stay ahead of the competition, Arabian Farms began using mobile apps to enhance its operations, and though it had a few hiccups initially, Focus delivered a customised solution to meet its needs. "Our team used to manually punch in 150-200 vouchers in our office, which was time-consuming," Ahmed says. "If a customer needed any changes to be made to an order, our van salesperson

FOCUS HAS ALWAYS BEEN HELPFUL IN MEETING OUR REQUIREMENTS.

DR. SUHEEL AHMED, CEO, ARABIAN FARMS

had to come back to the office to get it changed. A lot of time was wasted by the sales team in returning after a delivery to update sales records. This aspect is now automated. With Focus' van sales app, our salespeople can now update the system at the customer's location. All the data can be now fed into the server immediately, thus saving time and increasing efficiency levels. We now have real-time visibility of our stock, and can take decisions of increasing or decreasing supply to some customer sites based on this information."

Ahmed speaks highly of the continuous support offered by Focus Softnet. "Focus has always been helpful in meeting our requirements," he says. "There have been challenges on the way where either our requirements changed, or we needed something different. But Focus Softnet has always worked towards catering to our needs and we are quite satisfied with their solutions."

Going forward, Arabian Farms is in the process of forming a holding company to encompass all poultry companies under one umbrella with a common management team. "We have very ambitious plans to grow our poultry portfolio in the next few years, and possibly double our turnover by 2020," Ahmed says. "Focus Softnet, with its capability and service history, is well poised to meet our growing business requirements. We hope it will be a win-win situation for Arabian Farms as well as Focus Softnet."

Focus participates in Singapore's SMCCI convention

Focus Softnet successfully participated as a 'Gold Sponsor' in Singapore's SMCCI convention at Furama Riverfront on 2nd May 2018. The convention, which is organised by the Singapore Malay Chamber Of Commerce & Industry (SMCCI) is one of the most renowned events for the Malay business community in Singapore.

Focus demonstrated its ERP systems and explained their various features to an audience that comprised representatives from major organisations in the Singapore and ASEAN region. Speaking at the event, Baqtiyar Siddiqui, vice president of Focus Softnet's Singapore division, said that the company was showcasing its full range of "powerful and customisable solutions".

"We participated in and sponsored the event in order to have deeper penetration into SME businesses owned by the Malay community in Singapore," he said. "Our solutions are highly customisable and fully equipped to address business challenges faced by local enterprises."

As well as from Focus 8, its flagship ERP solution, Focus also showcased its other solutions which specialise in the F&B and retail industries, as well as a solution that handles restaurant management. This included Focus POS, Focus RMS, and Focus WMS. Focus also put the spotlight on its locally compliant solutions, including Centra HCM, Centra CRM, Centra REMS and Centra AUTO as well as other applications.

The Focus Softnet Kuwait team recently participated in the IFRS Update event, which was organised by the ICAI Kuwait Chapter at Copthorne Hotel, Kuwait city.
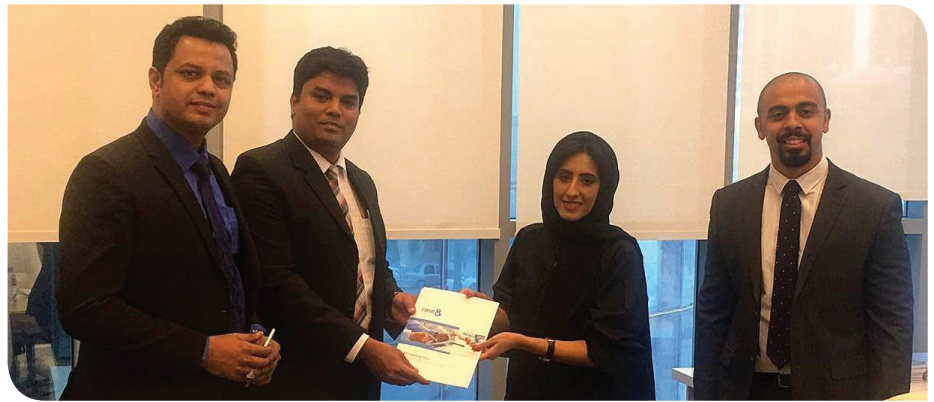
Mulkia Investment selects Focus 8 for flexibility, scalability and future growth

Riyadh-based Mulkia Investment has recently signed up with Focus Softnet to deploy Focus 8 ERP and HCM solutions to aid its digital transformation plans.

According to Muneera Al Dossary, Investment CEO at Mulkia Investment, the primary driver for tying up with Focus Softnet was to improve financial and human resources processes. "The solution portfolio from Focus Softnet offered us flexibility, scalability, customisation, tools for business intelligence, report generation, and competitive pricing," she said.

Mulkia Investment plans to deploy Focus 8, Focus' next-generation ERP that fully integrates a comprehensive business intelligence tool, and provides real-time, multi-dimensional posting of transactions which results in real-time reports.

Built on Microsoft technologies - Windows Presentation Foundation and Windows Communication Foundation – Focus 8 will offer Mulkia Investment superior features, greater flexibility and scalability.

Focus 8 is a modular ERP that grows with the client's business. The robust nature of Focus 8 will allow Mulkia In-vestment to adapt the solution according to its organisation size and depth and grow user roles and profiles to suit internal hierarchy and structure. Focus 8 has powerful application programming interfaces that will allow the company to expand its operational unification across the organisation.

Stones World to enhance business processes with Focus solutions

Stones World International, known for its brands Sahara Beige and Crema Platinum, has implemented Focus Softnet's next generation ERP – Focus 8. Stones World selected Focus 8 for its functionality, customisation and extensive features that also allow the company to be both competitive and cutting-edge by maximising operational efficiency and minimising operating costs.

The company also selected Centra HCM to help it automate processes and enable users in tracking operations.

Founded in 2010, Stones World International is a multinational company with diversified business units in mining, manufacturing and trading of marble and granite. The company solely owns and operates its own quarries in the Sultanate of Oman and Turkey and has a world-class manufacturing facility in Oman, where it has implemented the latest technology around highly advanced machines and processing lines.

Focus on new features

WE TAKE A LOOK AT THE LATEST FEATURES ADDED TO FOCUS SOFTNET'S PRODUCT SUITE.

FOCUS 8   **FOCUS POS**   **FOCUS eRMS**

FOCUS 8

• 'Pick Email from' option added in Voucher Wizard
Users can select an extra field, from which the system will pick the email ID while emailing the invoice from Print Layout Screen.

• Backtrack to base document
While entering data, if the user needs to backtrack to the base document of the workflow, they can select the column named 'L-Document Name' in the row and press CTRL+SHIFT+L then the base document will open.

• Tax Code screen added under settings
An interface allowing users to enter multiple combinations of tax category, jurisdiction and place of supply and tax code for calculating the VAT percentage. In the VAT Tax Code screen, the application displays the default tax code table and allows the user to add lines to the tax code table and edit the existing lines.

• Change asset value while transfer
Users can now change the "current value" of "Transfer of Assets" voucher and the same will be updated in "Add Asset Value" voucher.

• 'Ignore stock transfer' in Product Backtrack
Focus shows stock the movement summary from product tree. When you backtrack to the summary it used to pick all movements including stock transfers, an option is provided to ignore the stock transfer, thereby giving actual stock movement in/out of the organisation.

• Pick Email from Customer/Supplier Group
When users email the customer statement or vendor statement of Customer/vendor group, if the option 'Pick Email from Customer/Supplier' is selected, the system will pick the Email ID defined in the customers/vendors group if the group properties have the option 'Club the transactions of all the accounts under group' enabled.

• Create Group option in Create Profile, Create Role screens
Users can now create groups in Create Profile & Create Role screens.

• Authorisation Date in Transaction Homepage
Users can now see the document authorise date and time by adding the "Authorise Date" variable in the transaction homepage.

• Skid and Bin filter in Allocation screen
• Now, the application allows the user to filter the data in the allocation screen based on skid and bin.
• Based on the skid and bin selected in the filter, the allocation screen will load the information in the body grid.

POS

• Product group selection in Discount voucher definition
Users can now redeem discount vouchers on specific Product groups. Users previously had to select each product separately in the discount voucher definition, but can now select the group of products on which the Discount voucher has to be redeemed.

• Suggest other Batches if exact Batch does not exist for a Product
When a product is not available in the selected batch, system will automatically suggest other batches where the product is available.

• VAT implementation for Pre-order Advance
Implemented VAT in Pre-order sales. Users can now calculate VAT on the advance given for a pre order. For example, if the total bill is 100 and deposit given is 30, at the time of deposit VAT will be calculated for the deposit amount i.e. 30. At the time of the bill settlement, VAT will get calculated for remaining amount i.e. 70.

E-RMS

• Confirmation Message for KOT & Print bill
When a waiter raises KOT or Print the bill, the system will ask for a confirmation. On selecting Items and clicking on Order or Print bill Confirmation, the system displays the message with pop up where user can click on yes or no.

• Opening of Retail & Restaurant main screen on login
When the preference Open Main screen on login is enabled, the main screen will be opened on login of user.
A single company can have both Retail and Restaurant Counters. Based on this, the changes are done. The system will check the counter main screen template, and when the user logs into Retail Counter Retail Main screen will be opened, and when they log into restaurant counter, the Restaurant Main screen will be opened.

• Disable printing of KOT and print bill for Take away direct bill settlement
By enabling this feature, if Take away direct bill settlement is enabled, and KOT and print bill are configured in printer configuration, then the system will not print KOT and Print bill.

Focus 8 – Cloud ERP on the move

FOCUS 8 IS A CLOUD-BASED TAX COMPLAINT BUSINESS SOLUTION FROM FOCUS SOFTNET, WHICH CURRENTLY HAS OVER 30,000 ORGANISATIONS AND 1 MILLION USERS ACROSS 17 COUNTRIES. HERE, WE EXPLORE SOME OF THE FEATURES THAT MAKE FOCUS 8 A BEST-OF-BREED ERP SYSTEM.

Authorisation definition

Organisational structures are a critical component for ensuring there is role accountability within an organisation. As organisations grow in size and scale, the bigger challenge for them is their ability to govern the accuracy of decision making once it has been delegated across the hierarchy. As the scale and size of organisations grow, the risks of decision making become are greater as well.

Advanced security

Focus 8 supports authentication for multiple applications using a single sign-on engine. As an example, CRM or MRP modules might authenticate users using certain parameters, while the ERP might use a different source for authentication.

Advanced workflows

Workflows are fundamentally important to create a process-based approach for business administration and governance. Previously, traditional ERP systems were equipped with only marginal workflow systems, having limited functionality, capability, and depth. Now these processes can be better managed by moving the task of governance to ERP systems and technology. These tasks are now no longer dependent on human decision making and are not prone to human errors, bias or intent.

Communication tools

Organisations used to manually distribute forms, documents and reports, to employees, management, clients, suppliers and associates. Focus 8 provides a different approach known as Exception Management Reporting. Focus 8 helps to setup system alerts, automates business workflows, provides accountability through authorisation, and helps to respond to conditions outside the scope of work.

Advanced Escalations

In an organisation that uses ERP to integrate business processes, a large number of end users may access the system, each having various rights to perform transactions. With huge volumes of data being generated in this type of environment, keeping checks and controls on each transaction becomes challenging. The authorisation of transactions and an escalation process is key to the success and growth of the organisation. It brings in the required controls in every department, while adding versatile adaptability.

Advanced business intelligence

During ERP's early days, technology was used as a virtual chest of drawers to remember and reproduce data. Focus 8 ERP analyses and generates intelligence reports, providing useful business advice.

Advanced Report Writer

Using Report Designer, Focus 8 is capable of generating integrated and comprehensive reports. Report Designer can pull together data from different modules inside Focus 8 into one report. Based on how the report is designed, by the order of sorting and columns, data can be selected from different Focus 8 modules. Results of these structured reports can be inserted into the menus used by end-users.

Dashboards, Dashlets

The report formats can be saved for reuse or they can be added to end-user dashboards as dashlets. The smart presentation of data allows end-users to understand customer behaviour, sales trends and cash flow situations.

Tax-compliant

For organisations that have the basic pre-requisites of VAT and GST, Focus 8 can help accelerate their compliance initiatives with its inbuilt VAT features and capabilities. Its automation tools help end-users to avoid manual data feeding to the maximum extent possible. Right from selection of product categories to generating invoices and filing returns, Focus 8 can take care of VAT-related calculations.

CRM Integration

Focus 8, with inbuilt, advanced CRM integration, can handle presales, sales, post-sales service and support functionalities with ease. More importantly, it sets priorities and manages procedures at an organizational level. It is proactive across the sales and support services eco-system, ensuring that organisations can wow their customers with high level customer experiences

Al Noori Computers heightens efficiency with Focus Softnet solutions

A 15-YEAR PARTNERSHIP WITH FOCUS SOFTNET HAS HELPED AL NOORI COMPUTERS TO INCREASE PRODUCTIVITY, IMPROVE FINANCIAL VISIBILITY AND RETAIN CUSTOMERS.

AMIT DHINGRA, FINANCE MANAGER, AL NOORI COMPUTERS

Established in 1991, Al Noori Computers began its 27-year journey in the IT services industry, but soon expanded into the distribution of IT products. The firm is a specialist in printers, laptops, cartridges and toners, among other office technology products. Al Noori's client base varies from resellers to authorised agents, wholesalers and end-users, and it counts HP, Canon, Lexmark, Epson, Dell, APC and Toshiba among its vendor partners.

Al Noori Computers has built a strong presence in the UAE market, via its loyal customer base. Following its initial success in the UAE, the company has expanded its operations to export its products to countries including Oman, Bahrain and Kuwait in the Middle East and Uganda, Ethiopia and Kenya in Africa. With its head office in Bur Dubai, the company also has offices in Deira and Jebel Ali, with 45 employees on its books.

In order to improve visibility into its daily business operations, Al Noori Computers wanted an ERP solution to aid its future growth

plans and business efficiency. After evaluating a number of vendors with whom it could partner, Al Noori Computers decided to implement Focus Sofnet's feature-rich ERP solution, Focus RT, to get real-time visibility and scale its operations.

"As the company began to grow, we started facing many challenges," says Amit Dhingra, finance manager, Al Noori Computers. "It was important for us to keep a track of our day-to-day business processes. The most important requirement was having crystalised reports, which was critical for the management. Reports had previously been done manually, which was counter-productive as information was scattered and reports were littered with inaccuracies. We needed to migrate to ERP software that would help enhance our business processes, streamline and integrate our day to day operations, and prepare us for future growth."

Al Noori Computer's relationship with Focus started in 2003 when they deployed Focus 5, and they upgraded to Focus 6 in 2009. As the firm continued to grow, they implemented Focus RT in 2011. "We needed to ensure that we were on the right track, and Focus' ERP, which is completely modular and scalable, was the perfect solution for our business," Dhingra says. "As a trading company, our requirement was very simple. We were looking for a solution with an inbuild report writer that would help us take care of business tasks such as entries for accounting, logistics, sales and purchasing. After the deployment of Focus RT, we have been able to make better decisions."

Focus RT has helped Al Noori Computers to receive real-time updates on its daily operations, which has helped the company to enhance its decision making. Al Noori also has established better control of costs, and has simplified the monitoring of sales orders, as well as tracking stock. The firm has implemented the Finance, inventory, Order Management and costing modules of Focus RT. The modules were customised to suit the company's requirements to ensure proper inventory tracking and financial account postings resulting in reports, which has led to an increase in productivity, as well as streamlining business processes.

> ## "
> ## WE APPRECIATE THE QUICK RESPONSE TIME OF THE FOCUS TEAM AND WE WILL CONTINUE TO WORK CLOSELY WITH THEM. "

"When we were looking for an ERP solution, we did have discussions with other vendors too," Dhingra says. "We analysed their solutions and decided to go ahead with Focus RT, because the solution is user-friendly and flexible, and customisation could easily be delivered. As well as being impressed with the features of the software, having local support at our doorstep was an added advantage, putting us at ease with the product."

Focus Softnet worked closely with the team from Al Noori Computers to understand the company's requirements, internal business processes and the challenges that they faced.

"When we decided to go ahead with Focus Softnet, the whole process right from deploying the software to training was seamless," Dhingra says. "A dedicated sales team came to the office and spent time training staff on how to use the system, explaining each and every module in detail. Even when we upgraded to Focus 6, Focus RT and the VAT module, the team explained updated modules and assisted our queries. The training sessions have been very helpful for the team, and since they have been briefed on certain issues they can detect and help solve them immediately."

Through Focus RT, Al Noori Computers has been strengthened its ability to retain customers through the ability to retrieve customer information and intervene in case issues arise. Reports provide relevant insights that have helped in understanding customer buying patterns, which have led to discussions and helping in building relationships with them. Visibility into the business has improved cost control as it produces a lot of trend analysis reports and cost comparison reports.

"We have been working with Focus Softnet for the last 15 years, and they have been very supportive and efficient," Dhingra says. "The implementation of the solutions has brought in many benefits for the company, and we are now able to monitor and control activities efficiently. My team is very happy with the outcome of the software and is very comfortable using it. We appreciate the quick response time of the Focus team and we will continue to work closely with them."

How to make your ERP implementation a success

FOCUS SOFTNET'S EXECUTIVE VICE PRESIDENT M.R.FAISAL EXPLAINS HOW TO MAKE AN ERP IMPLEMENTATION A SMOOTH, HASSLE-FREE PROCESS THAT AVOIDS CONFLICTS AND BOTTLENECKS.

Enterprise resource planning implementations have a reputation of being complex and challenging, these challenges often leading to projects running over time and going over budget. Often, the net result is an underperforming solution. But these risks should not inhibit organisations making them a real success.

It is important to be aware of some of the most common ERP project management challenges that can cause delays and to be cognizant of how to manage them. When implementing major change management in software, managers have a limited margin for error.

ERP projects require a significant amount of time to implement. For any mid-size organisation, it can take as long as six months.

It's also quite likely that the end date for an ERP project will exceed its initial deadline; 75% of all ERP projects are delayed. With this in mind, what does a company need to do to prevent bottlenecks from happening? Taking proper measures, along with an understanding of why projects get delayed, can help to anticipate and overcome these problems.

Unrealistic timelines

The most common pitfall has always been clear – creating a schedule that is unrealistic to execute within a given timeframe. Often, companies try to minimise the impact of an ERP project. Alternatively, they may be influenced by sales conversations with ERP vendors themselves, who tend to downplay the impact. Either way, there is usually a failure to appreciate the necessary amount of time it can take to complete the implementation. Having realistic expectations can help to change that.

During the planning process, it is important to consider the non-technical or business side of the implementation, which can include reworking workflows to match those within the ERP software. However, the implementation may become too focused on technical aspects, and this can cause a lot of projects to fall by the wayside. After a period of time, the organisation may find that employees are not prepared for the software, which means that there may be a delay to address their requirements.

For organisations to realise the benefits from investment in ERP, it is important to consider culture, business processes, and resources including people, finance, equipment, technology, while all this must be underpinned by the right implementation methodology. Most successful ERP projects are guided by a project management framework, which serves as a wrapper for activities and tasks. This in turn is useful to guide the

> **LIKE ANY ENTERPRISE-WIDE UNDERTAKING, IMPLEMENTING A SOLUTION REQUIRES PLANNING, EFFORT, AND MONITORING TO ENSURE SUCCESS.**

implementation, avoiding any delays. With the appropriate level of management, oversight, and rigour, organisations can overcome the hurdles commonly associated with ERP implementations.

Implementation team

Representatives of the implementation team should be chosen wisely before the start of project. Various members of the organisation should be included to ensure knowledge transfer, as well as providing insights into existing systems and internal resources. Visionary consultants should be engaged to provide implementation expertise, skilled resources, and in order to receive unbiased recommendations. It's important to break the roadmap into smaller milestones that ascertain the percentage of achievement.

Typically in ERP implementation projects, a high-powered team usually meets once or twice – and with great enthusiasm – after which it will gradually lose interest. This decaying interest in meetings by the implementation team is a guaranteed indicator of failure in the overall ERP project. To ensure the success of the project, frequent meetings, consistency and the involvement of key stakeholders is required. One way to ensure the attendance of stakeholders is by the CEO's presence in the steering committee.

Decision making

It's important to encourage project teams to openly discuss hurdles, make bold decisions to salvage the project without procrastination, track milestones, ensure a commitment towards go-live dates, and insist upon conflict resolution with a positive attitude.

During an ERP implementation, involved parties may be at loggerheads due to multiple conflicting interests. The reasons can include unreasonable expectations given by the ERP vendor and what needs the solution can fulfil, the scope of interpretation with the implementation partner, delays caused by the implementation partner and unreasonable expectations around automation.

Blame games

It is typical of an organisation to blame an ERP for failures. While this might be true in some cases, it is often a disguise for a much deeper problem. The integrity of reports and data from the ERP application will be disputed in favour of reports from Excel. Sometimes, inventory deviations are attributed to ERP failures. In such cases, it is easy for the implementation team to trust internal teams and place the blame on either the ERP solution or the ERP implementation partner. Upon investigation, it may be revealed that corrections and wrong practices may be the reasons for such situations rather than the ERP solution or the partner. It is important that the implementation team put its unequivocal support behind the ERP solution. This will send a clear message to the organisation.

Conclusion

Like almost any enterprise-wide undertaking, implementing a solution requires planning, effort, and monitoring to ensure success and to minimise problems. Planning can help to address challenges and to make sure potential issues are addressed before the implementation gets underway. Addressing challenges head-on will help to increase confidence in the organisational implementation and to control costs and manage timelines. By following these tips, organisations can mitigate common ERP project management delays from the off.

M.R. FAISAL,
EXECUTIVE VICE
PRESIDENT,
FOCUS SOFTNET

New Customer wins

WE SHARE THE HIGHLIGHTS OF FOCUS SOFTNET'S RECENTLY ACQUIRED CUSTOMERS.

RIETZ India – Engineering

REITZ Group is an international supplier of top-quality industrial fans, with manufacturing facilities in Germany, Switzerland, India and China. REITZ has chosen Focus 8 to improve its workflow and automate operations.

ColorJet

ColorJet is known as India's largest manufacturer of digital ink printers. ColorJet has chosen multiple solutions from Focus Softnet to expand its reach and improve operations in India and Dubai, where it has established a strong presence. The chosen solutions include Focus i, Focus MRP-2, Centra HCM and Centra CRM.

Hi-Tech Inks Private Limited

Hi-Tech Inks is a leading supplier of flexographic and gravure inks to packaging industries across the world. It has three production plants in South Africa, a blending unit in Tanzania and a trading unit in the UAE. The company has chosen Focus 8 (UPG) to boost its business operations.

ISA SARL – Congo

ISA SARL is a well-known distributor of Fuch Lubricants & Greases in the Democratic Republic of Congo, representing brands such as Baldwin Filters, Bosch Rexroth, and Lincoln Lubrication. ISA has chosen Focus i, Centra CRM and Centra HCM to boost its business operations and optimise workflows.

Marcom Arabia

Marcom Arabia is a marketing and events management agency headquartered in Riyadh with an office in Dubai, and has chosen Focus 8 as its ERP solution to enhance its operational capabilities.

Afaq Educational Co (EDU)

Afaq Education Co. is a special needs education specialist based in Kuwait, and has updated to Focus 8 to improve operations.

Kuwait Multi Flavor Factory

Kuwait Multi Flavor Factory is a recently established entity which aims to specialise in ice cream production. It has chosen Focus RT as its primary ERP solution.

Copper Chandni Restaurant

Copper Chandni is a famous chain of nine restaurants known for Asian and Arabic cuisine in Saudi Arabia and Bahrain. Copper Chandni has chosen Focus i as its ERP software.

Montreal Motors

Montreal Motors is a well-known auto dealer of brands including Toyota, Honda, Hyundai, KIA, GMC and Nissan. It has chosen Focus i as its ERP application, Centra CRM to manage its workforce and Centra Auto (DMS) to optimise garage operations.

Sadaf Group

The Sadaf group (Sadaf Iranian Restaurant) is well known in Muscat for its exquisite Iranian food. Sadaf has chosen Focus 8 (POS) to ensure secure and speedy transactions.

Al Yasat Holding

Al Yasat Holding provides comprehensive commercial and industrial services including real estate development, manufacturing, export/Import, retail, engineering, hotel supplies, and car care system supplies, and is part of the Al Mazroui Group. The 44-year-old establishment has chosen Focus 8 as its ERP solution and Centra PMS to manage its projects.

Remex Mineral Singapore Pte Ltd

Remex Mineral Singapore is an expert recycler of mineral waste, remediation and secondary aggregates such as incinerator bottom ash. Remex has chosen Focus i as its primary ERP solution to streamline operations.

فوكس 8 على خطى تخطيط موارد المؤسسات السحابي

فوكس 8 هو عبارة عن حل قائم على الضريبة المستندة على السحابة من FOCUS SOFTNET، التي لديها حاليًا أكثر من 30،000 منظمة و 1 مليون مستخدم في 17 دولة. هنا، نستكشف بعض الميزات التي تجعل فوكس 8 أفضل نظام لتخطيط موارد المؤسسات.

فوكس 8

هو عبارة عن حل قائم على الضريبة المستندة على السحابة من FOCUS SOFTNET ، التي لديها حاليًا أكثر من 30،000 منظمة و 1 مليون مستخدم في 17 دولة. هنا، نستكشف بعض الميزات التي تجعل فوكس 8 أفضل نظام لتخطيط موارد المؤسسات.

تعريف تفويض الهياكل التنظيمية هي عنصر حاسم لضمان وجود دور المساءلة داخل المنظمة. ومع نمو حجم المؤسسات ونطاقها، يتمثل التحدي الأكبر بالنسبة لها في قدرتها على التحكم في دقة عملية اتخاذ القرار بمجرد تفويضها عبر التسلسل الهرمي. ومع نمو حجم المنظمات وحجمها، تصبح مخاطر اتخاذ القرار أكبر أيضًا.

الأمن المتقدم

يدعم Focus 8 المصادقة لتطبيقات متعددة باستخدام محرك تسجيل مفرد. على سبيل المثال، قد تقوم وحدات CRM أو MRP بمصادقة المستخدمين باستخدام معلمات معينة، بينما قد يستخدم ERP مصدرًا مختلفًا للمصادقة.

سير العمل المتقدم

تعتبر مهام سير العمل مهمة بشكل أساسي لإنشاء نهج قائم على العملية لإدارة الأعمال والحوكمة. في السابق، كانت أنظمة تخطيط موارد المؤسسات التقليدية مجهزة بأنظمة تدفق عمل هامشية فقط، حيث كانت وظيفتها وقدراتها وعمقها محدودة. الآن يمكن إدارة هذه العمليات بشكل أفضل من خلال نقل مهمة الحكم إلى أنظمة وتكنولوجيا تخطيط موارد المؤسسات. لم تعد هذه المهام تعتمد الآن على صنع القرار البشري ولا تكون عرضة للأخطاء البشرية أو التحيز أو النية.

أدوات الاتصال

اعتادت المنظمات توزيع النماذج والمستندات والتقارير يدويًا على الموظفين والإدارة والعملاء والموردين والمنتسبين. يوفر فوكس 8 نهجًا مختلفًا يعرف باسم "تقارير إدارة الاستثناءات". يساعد فوكس 8 على إعداد تنبيهات النظام، وأتمتة عمليات سير العمل، وتوفير المساءلة من خلال التفويض، ويساعد على الاستجابة للظروف خارج نطاق العمل.

التصعيد المتقدم

في إحدى المنظمات التي تستخدم نظام تخطيط موارد المؤسسات (ERP) لتسيير عمليات الأعمال، يمكن لعدد كبير من المستخدمين النهائيين الوصول إلى النظام، وكل منها له حقوق مختلفة لإجراء المعاملات. مع وجود كميات هائلة من البيانات التي يتم توليدها في هذا النوع من البيئة، يصبح الحفاظ على الضوابط على كل معاملة أمرًا صعبًا. إن الترخيص بالمعاملات وعملية التصعيد هو المفتاح لنجاح ونمو المنظمة. إنه يجلب الضوابط المطلوبة في كل قسم، مع إضافة القدرة على التكيف متعددة الاستخدامات.

ذكاء الأعمال المتقدمة خلال الأيام الأولى لتخطيط موارد المؤسسات، تم استخدام التكنولوجيا كصندوق افتراضي للأدراج لتذكر وإعادة إنتاج البيانات. يقوم برنامج Focus 8 ERP بتحليل وتوليد تقارير استخباراتية، وتقديم نصائح مفيدة للأعمال.

كاتب التقرير المتقدم

باستخدام "مصمم التقرير" ، يكون Focus 8 قادرًا على إنشاء تقارير متكاملة وشاملة. يمكن لمصمم التقارير تجميع البيانات من وحدات نمطية مختلفة داخل Focus 8 في تقرير واحد. على

أساس كيف تم تصميم التقرير، حسب ترتيب الفرز والأعمدة، يمكن اختيار البيانات من وحدات Focus 8 مختلفة. يمكن إدراج نتائج هذه التقارير المنظمة في القوائم التي يستخدمها المستخدمون النهائيون.

لوحات المعلومات، Dashlets

يمكن حفظ تنسيقات التقرير لإعادة الاستخدام أو يمكن إضافتها إلى لوحات معلومات المستخدم النهائي كـ dashlets. يسمح الإصدار المسبق الذكي للبيانات للمستخدمين النهائيين بفهم سلوك العملاء واتجاهات المبيعات وحالات التدفق النقدي.

الضريبة المتوافقة

بالنسبة إلى المؤسسات التي لديها المتطلبات الأساسية لضريبة القيمة المضافة وضريبة السلع والخدمات، يمكن أن يساعد فوكس 8 على تسريع مبادرات الامتثال الخاصة بها باستخدام ميزات وقدرات ضريبة القيمة المضافة. تساعد أدوات التشغيل التلقائي المستخدمين النهائيين على تجنب تغذية البيانات اليدوية إلى أقصى حد ممكن. مباشرة من اختيار فئات المنتجات لتوليد الفواتير وعوائد الإيداع ، يمكن لـ Focus 8 أن يعتني بالحسابات ذات الصلة بضريبة القيمة المضافة.

تكامل CRM

يمكن لـ فوكس 8 ، مع دمج CRM المتطور، التعامل مع الخدمات المسبقة، والمبيعات، وخدمة ما بعد البيع، ووظائف الدعم بكل سهولة. والأهم من ذلك أنها تحدد الأولويات وتدير الإجراءات على المستوى التنظيمي. وهي فعالة عبر نظام بيئي لخدمات المبيعات والدعم، مما يضمن أن المنظمات يمكن أن تذهل عملائها من خلال تجارب العملاء رفيعة المستوى.

"
لقد كان فوكس دائمًا مفيدًا في تلبية متطلباتنا. "

وعلى مر السنين ، تم استخدام إصدارات مختلفة من حلول الشركة. لقد تطورت المزارع العربية من وحدة التمويل التفاعلية في فوكس سوفت نت، إلى استخدام جميع الوحدات الأخرى تقريباً، بما في ذلك الوحدات التي تستحوذ على عمليات الإنتاج، والمخزون، والخدمات اللوجستية، والمبيعات، وبيانات العملاء.

يقول أحمد: "بدأت علاقتنا مع Focus Softnet مع Focus 5 ، والتي تم ترقيتها إلى Focus RT ، Focus 6 والآن انتقلت إلى حل ERP الذكي – Focus 1". وباستخدام هذا الحل، تمكنا من تحليل البيانات بسهولة من مختلف الإدارات واتخاذ القرارات في الوقت المناسب. لقد زادت الوحدة الفريدة من ظهور الرؤية على جميع مخزوننا.

تدير المزارع العربية 80٪ من أعمالها مع كبرى الأسواق والزبائن المتميزين، وتنتج مزارعها أكثر من 400،000 بيضة قابلة للتلف، ولها فترة تخزين محدودة ولا يمكن تخزينها داخل الشركة لأكثر من ثلاثة أيام. "العمر الافتراضي للبيض هو 90 يومًا، بينما يكون الدجاج الطازج لثلاثة أيام فقط.

وأضاف أحمد "من المهم للغاية بالنسبة لنا الحصول على معلومات في الوقت الفعلي عن الإنتاج والمخزون الخاص بنا. كان التحدي الرئيسي الذي واجهناه هو دمج المعلومات من مختلف الإدارات وتحليلها لضمان اتخاذ القرارات بسرعة. مع حلول "فوكس" ، تمكنا من معالجة ذلك ونعمل حاليًا من أجل زيادة كفاءتنا في سعيها للبقاء في طليعة المنافسة،

بدأت المزارع العربية باستخدام تطبيقات الهاتف المحمول لتعزيز عملياتها، وعلى الرغم من أن لديها بعض السقطات في البداية، قدم فوكس حل مخصص لتلبية احتياجاتها.

يقول أحمد: "كان فريقنا يستخدم يدويًا 150200 قسيمة في مكتبنا، والتي كانت تستغرق وقتًا طويلاً". "إذا احتاج العميل إلى أي تغييرات يتم إجراؤها على طلب ما، فيجب

الدكتور
سهيل أحمد
الرئيس التنفيذي لشركة آريبيان فارمز

على مندوب المبيعات لدينا العودة إلى المكتب لتغييره. تم إهدار الكثير من الوقت من قبل فريق المبيعات في العودة بعد التسليم لتحديث سجلات المبيعات. هذا الجانب هو الآن آلي. من خلال تطبيق "فان" للمبيعات ، يمكن لموظفي المبيعات لدينا الآن تحديث النظام في موقع العميل. يمكن تغذية جميع البيانات الآن في الخادم على الفور، وبالتالي توفير الوقت وزيادة مستويات الكفاءة. لدينا الآن رؤية واضحة لمخزوننا، ويمكننا اتخاذ قرارات بزيادة أو تقليل الإمدادات إلى بعض مواقع العملاء استنادًا إلى هذه المعلومات".

أحمد يشيد بالدعم المستمر الذي تقدمه Focus Soft-net. "التركيز كان دائما مفيدًا في تلبية متطلباتنا" ، كما يقول. "كانت هناك تحديات في الطريقة التي تغيرت بها متطلباتنا، أو كنا بحاجة إلى شيء مختلف. ولكن فوكس سوفت نت عملت دائما نحو تلبية احتياجاتنا ونحن راضون تماما عن حلولهم.

يقول أحمد: "من الآن فصاعدًا ، تقوم المزارع العربية بتشكيل شركة قابضة لتشمل جميع شركات الدواجن تحت مظلة واحدة مع فريق إداري مشترك. "لدينا خطط طموحة للغاية لتنمية محفظة الدواجن لدينا في السنوات القليلة المقبلة ، وربما مضاعفة لدينا بحلول عام 2020".

"فوكس سوفت نت، مع قدرته وتاريخ خدمته، على أتم الاستعداد لتلبية متطلبات أعمالنا المتنامية. نأمل أن يكون الوضع مربحًا بالنسبة للمزارع العربية وكذلك فوكس سوفت نت ".

آرييان فارمز تبني للمستقبل مع فوكس سوفت نت

في حين بقيت آرييان فارمز تعتمد على الأساليب الحديثة والمتطورة في صناعة إنتاج الأغذية، عملت على توفير بيئة سليمة لتوفير الشفافية والتبسيط في عملياتها.

آرييان فارمز في عام 1978 في المملكة العربية السعودية، ووسعت عملياتها إلى دولة الإمارات العربية المتحدة في عام 1999، ولم تنظر إلى الوراء في محاولتها لإنتاج منتجات جديدة وعالية الجودة لعملائها.

تعتبر منشأة الشركة في دولة الإمارات العربية المتحدة، واحدة من أكبر منتجي البيض في البلاد تحت العلامة التجارية SAHA، تنتشر على مساحة 1 مليون قدم مربع، في حين أن الشركة يمكن أن تنتج ما يقرب من 120 مليون بيضة سنويا من خلال المداجن الآلية بالكامل، والتحكم بيئياً في مصنع تصنيع الأعلاف الداخلي.

تشتهر آرييان فارمز بنهجها المبتكر في إنتاج البيض ومنتجات الدواجن ذات الجودة الممتازة. مع خمس فئات رئيسية من البيض تحت العلامة التجارية SAHA، بما في ذلك: الأبيض والبني، أوميغا 3، البيئي والمبستر، وتعتبر من الشركات الرائدة في السوق لتنوع منتجاتها.

ولتحفيز نمو الشركة المثير للإعجاب، قامت آرييان فارمز في كل من المملكة العربية السعودية ودبي بإضافة بيوت دواجن جديدة، بهدف زيادة إجمالي الإنتاج بنسبة 10٪، في حين قامت الشركة بتحديث هياكلها وبنيتها لتعزيز عملية وجودة المنتج. يتم تطبيق معايير السلامة البيولوجية العالية لحماية الطيور من الأمراض، وقد تم تطوير تقنيات وصيغ جديدة للتغذية لتعديل محتويات البويضات لفوائد صحية كبيرة للمستهلك.

كما تتوسع آرييان فارمز حالياً في مساحة منتجات الدواجن، والتي ستقودها عملية تطوير مشروع دجاج التسمين في العين لإنتاج 6 مليون كيلوجرام من لحم دجاج التسمين كل عام. وبمجرد تشغيله بشكل كامل، سيسمح ذلك لآرييان فارمز بالاستحواذ على 2٪ من سوق الدجاج الطازج، والذي يهدف إلى زيادة التقلب مرتين.

"منذ أن بدأنا عملياتنا في الإمارات العربية المتحدة، كانت استراتيجيتنا هي بناء منشأة إنتاج متطورة قوية وذات

جودة عالية، من أجل الابتكار وإنتاج منتجات ذات جودة عالية من البويضات لنفرد أنفسنا عن المنافسة وتوفير خدمة متناسقة. ويقول الدكتور سهيل أحمد، الرئيس التنفيذي للمزارع العربية: "لقد حقق فريق قوتنا العاملة المحترفة للغاية، نجاحًا كبيرًا في النمو المستمر وخطط التوسع الحالية لدينا".

تعيد صناعة الإنتاج الغذائي صنع القرارات في أقصر وقت ممكن، ليس فقط لزيادة الإنتاجية، ولكن أيضًا لحماية الثروة الحيوانية من الأمراض. ومع ذلك، فإن الصناعة ليست شركة مرتبطة دائمًا بالتقنيات الحديثة.

يقول أحمد: "إن صناعة الزراعة ليست خبيرة في التكنولوجيا".

ومع ذلك، ومع النمو السريع والتوسع في أعمالنا، والتقدم في التكنولوجيا، فقد احتجنا إلى دمج عملياتنا وأنظمتنا للحصول على المعلومات بسرعة كافية لاتخاذ قرارات سريعة".

تعمل شركة Arabian Farms مع شركة Focus Softnet منذ عام 1999،

رسالة من الرئيس التنفيذي

العملاء والشركاء الكرام،

مرحبًا بكم مرة أخرى إلى إصدار آخر من فوكال بوينت.

نحن متحمسون للغاية بشأن الأشهر المقبلة، ونستعد لمشاركة أكبر في أسبوع جيتكس للتقنية 2018. لدينا إعلان رائع في جيتكس، لكن لن أقول المزيد حول هذا الموضوع الآن.

تعتبر تطبيقات تخطيط موارد المؤسسات صعبة ومعقدة، وهي تحديات تؤدي في بعض الأحيان إلى مشاريع تستغرق وقتًا طويلاً ويتجاوز الميزانية. يشارك نائب رئيس فوكس سوفت نت، السيد م. فيصل، من خلال تقديم نصائحه حول تنفيذ تطبيقات تخطيط موارد المؤسسات في قسم التركيز على Focus 8 لهذا العدد، كما يستعرض فوائد Focus ERP القيمة التي يجلبها إلى الشركات.

يحتوي فوكس على قائمة طويلة من شركات تكنولوجيا المعلومات الناجحة التي تستخدم Fo-cus ERP كأداة لاتخاذ القرار، وفي هذا الإصدار من Focal Point، يمكنك معرفة كيفية قيام آريبيان فارمز بنشر حلول Focus، بما في ذلك تطبيق Van للمبيعات الذي يقدم رؤية مبيعات الوقت الحقيقي والقدرة على إجراء تغييرات لدى العميل النهائي. عززت آريبيان فارمز عملياتها التجارية ، وتخطط لنموها المستقبلي من خلال حلولنا.

كما نستكشف كيف تمكنت شركة النوري للكمبيوترات من تحسين الكفاءة وتبسيط العمليات مع تخطيط موارد المؤسسات من المستوى المتوسط. يمكنك أيضًا قراءة تحديثات حول الميزات الجديدة لمنتجاتنا والأحداث العالمية وفوز العملاء من جميع أنحاء العالم.

نأمل أن تستمتعوا بقراءة هذه الطبعة. ونحن نتطلع إلى تعليقاتكم القيمة دائما.

المخلص دائمًا

علي حيدر
الرئيس التنفيذي للمجموعة
فوكس سوفت نت

◄ **مقال**
ما الذي يصنع نظام التخطيط موارد المؤسسات من الدرجة الأولى؟

◄ **دراسة حالة**
النوري للكمبيوترات تقود الفعالية مع فوكس سوفت نت

◄ **نظرة عن كثب**
كيفية ضمان وجود تخطيط موارد المؤسسات على نحو سلس

خطط الاقتران

آريبيان فارمز تبني للمستقبل مع فوكس سوفت نت

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