Case Study

ElegantJ BI Business Intelligence

ElegantJ BI Business Intelligence for Tally® Implementation for a Group of Companies

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Client
The client is one of the renowned group of companies in India engaged in various activities, such as “bidi” (Indian version of cigarettes) manufacturing, milk production and distribution, retail malls, and Ayurveda healthcare products, and provides microfinance to SMBs. The group has more than 60 companies in 8 different verticals.

The company manages production of “bidi” from 15 centres spread across 4 states and sells it through 100,000+ retail outlets in India. Besides “bidi” the manufacturing company also sells ayurvedic healthcare products across 7 states, dairy products across Mumbai and Nashik, and provides microfinance to SMBs.

The Objective
Being in diversified business domains, the client wanted to consolidate all processed data and reports of their group companies, including some sole vendor–managed companies. They wanted to have a platform that can bring data of all the companies and their reports under one umbrella, allowing management to have a consolidated view of performance across the group.

They needed a simple BI and Reporting tool to derive consolidated analysis of data coming from Tally® ERP and spreadsheets for better decision-making on time.

They also needed BI consultants who can advise them on account structure and certain processes within Tally® for error-free consolidation and performance management across all group companies.

Challenges
- Consolidation of Tally® data from more than 66 different companies across 8 verticals
- Tally performance issues in multiuser client environment while accessing data
- Having a different chart of accounts, data structures, and processes across the group
- Some vendor-managed companies running at remote vendor locations
- Managing expectations of users who are used to traditional reporting and spreadsheets, and embracing them to see the power of BI and performance management
- Lack of skilled manpower with technical expertise at various production centres
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- Challenges in getting quality data and pile of validated reports across all companies
- Compatibility of BI with current and future data sources in case they change their enterprise applications or ERP in the future

To overcome these challenges, the client wanted a powerful Business Intelligence solution built on industry-standard architecture that was flexible enough to connect to all data sources available now and in the future and provide multi-company and multi-year data on a single platform.

Apart from this, selecting a vendor who could work hand in hand with their IT team for the entire transition process was of vital importance. They intended to create a close partnership between the BI vendor and their IT team to transform a traditional spreadsheet-based reporting environment into a performance-based management culture.

**The Solution**

Elegant MicroWeb demonstrated a ready-to-use, off-the-shelf BI solution integrated with Tally® ERP that catered to most of the client’s BI requirements. Proof of Concept (PoC) was conducted, and the client was given brief training to get hands-on experience with their own data. The PoC was critically analyzed and verified by the client's IT team, internal auditors, finance department, and management team. After exploring a number of BI and Reporting tools for Tally and analyzing the results achieved from the PoC, they opted for ElegantJ BI as their enterprise BI solution.

The client assigned a team of internal power users and IT team members who teamed up with the ElegantJ BI team to design a BI implementation road map. The methodology was designed to encourage strong client involvement every step of the way and establish a strong foundation to deliver the project on time, in scope, and within budget.

Project execution started with selecting a single vertical and then choosing a master company from the available companies within that vertical. The master company’s chart of accounts and entry processes were verified and corrected, and then keeping that company as a base, verification was applied to other companies in the same vertical. The solution was then rolled out to different verticals one by one with the following milestones:
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1) Data Extraction and Verification of Chart of Accounts
   - Data extraction of the master company from the selected vertical
   - Correction and Validation process
     - Correction of tax structure with bifurcation of various taxes
     - Structuring and synchronizing account and inventory grouping
     - Setting up structure for account and inventory grouping and synchronizing the same with Tally®
     - Structuring stock transfer and stock deduction entries with its effects in accounts
     - Uniformity in naming conventions for various items and ledgers
   - Building the right chart of accounts, vouchers, processes, and naming conventions
   - Testing the corrected data with default Dashboards, Analysis, and KPIs
   - Applying the verification to all the companies in a vertical

2) Design and development of custom reports
   - Cost Centre P&L report
   - Raw material allocation for different categories of “bidis”
   - Reports showing bifurcation of purchase bill to come
   - Analysis for refurbished “bidis,” damaged “bidis,” and other special categories
   - Reports specific to Bill of Materials

3) Integration of additional data sources to create a custom MIS report for item P&L covering Budget vs. Actual and Variance analysis

4) Accomplishing basic reporting for internal users to fulfill their day-to-day MIS requirement

5) Training internal power users and the IT team on BI best practices and usage of default dashboards, ad hoc analysis, and additional MIS reports

6) Training internal power users and other users to transform traditional spreadsheet-based reporting to a performance-based management culture

**Technology & Platform**

- **Server**: Intel Xeon E5 (Hexa Core)
- **OS**: Windows OS
- **ERP & Data Sources**: Tally® ERP 9 & spreadsheets
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Key business intelligence objects implemented included the following:

Sales:
- Sales Growth and Estimation
- Customer Performance
- Product Performance
- Sales Distribution

Inventory:
- Stockyard wise Analysis
- Sales vs. Quantity Performance
- Inventory-level Analysis
- Batch wise raw material consumption analysis
- Inventory wastage analysis for damaged “bidis”

Finance:
- Receivable and Payable
- Aging Analysis for Receivable and Payable
- Debtors and Creditors Analysis
- Balance Sheet
- Profit & Loss
- Ratio Analysis

- Cash Flow Statement
- Cost Centre wise P&L
- Analysis for “Purchase bill to come” bifurcation

Purchase:
- Vendor Performance—Delivery and Quality
- Rate History
- Vendor and Product Performance
- MoM and QoQ analysis for item
- Variance report of raw material used for production of “bidi” based on BOM master created for various categories of “bidis”
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Elegant MicroWeb’s Role
ElegantJ BI provided dedicated consultancy and support services to the client for the following:

- Installation & connectivity with various data sources and format
- Integration with Tally® and spreadsheets
- Consulting related to maintaining chart of accounts to set up standard process for error-free data consolidation from Tally®
- Correction of chart of accounts, including tax structure, structuring accounting and inventory grouping, stock transfer, and stock deduction entries
- Creation of uniform naming convention for various items and ledgers
- MIS reports for day-to-day operations related to BOM, batch wise raw material consumption, inventory wastage analysis, cash flow statement, purchase bill to come, and cost centre P&L
- Extraction of data from additional data sources for custom reports
- Design, development, and deployment of other required dashboards, cross-tab analysis, KPIs, graphs, and reports
- Training—BI Concepts, Administration, and User Training

Conclusion
Being a growth-oriented group into diversified business, considering the complexity of MIS requirements, the focus was to upgrade Tally® users to the self-serving BI environment.

ElegantJ BI provided ready-to-use Tally® ERP connectivity and a prebuilt, ready-to-use BI solution with cubes, dashboards, KPI, analysis, and reports. Integration with additional data sources for custom reports to fulfill MIS requirements for management to get basic reporting structure created. Close partnership and consulting for smooth transition of traditional spreadsheet-based reporting to performance-based BI culture

Key benefits & deliverables:
- Online PoC was developed and demonstrated within a few hours
- Off-the-shelf ready connection and integration with Tally® ERP 9
- Integration and consolidation of Tally® ERP and spreadsheets
- Data validation and correction for confident decision-making
- Additional reports development for day-to-day MIS requirement
- Consolidation of multicompany and multiyear data
- Personalized dashboards and MIS reports for different stakeholders with fine-grained access rights, enabling a view that is meaningful to all stakeholders
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- Self-serve interface reduced burden of ad hoc queries to IT team
- 100% browser-based interface that is compatible with desktops, tablets, and mobile

ElegantJ BI for Tally® primary value proposition of being a simple-to-use, off-the-shelf, affordable business intelligence tool for Tally® ERP contributed to the project's success.
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