



## Overview

**Country or region:** India

**Industry:** Information Technology

### Customer Profile

Bartronics India, established in 1990 in Hyderabad, India is a pioneer in introducing automatic identification and data collection (AIDC) technology solutions. It is the only end to end SmartCards manufacturing unit in India.

### Business Situation

Legacy stand alone solutions for processes such as accounting, inventory and tracking business operations was slowing down financial and business management.

### Solution

SemanticSpace, a Microsoft® Gold Certified Partner, deployed Microsoft Dynamics AX 4.0. It helped in defining processes and increased the level of customer satisfaction.

### Benefits

- Streamlines accounting practices
- Improves inventory management
- Strategic planning and decision making
- Efficient fixed asset management
- Enhanced security

## Data Identification Company Enhances Efficiency and Customer Satisfaction

“Microsoft® Dynamics™ AX 4.0 has improved intra-company processes. Better coordination has resulted in reliable business practices and quicker response time.”

Sudhir Rao, Managing Director, Bartronics India Ltd.

Bartronics India Ltd. established in 1990 in India at Hyderabad where it has its corporate office and international development centre. It has since expanded its operations with 8 offices across the country. Bartronics was looking for a leading edge solution to manage operations including sales, inventory and finance. SemanticSpace Technologies, a Microsoft® Gold Certified Partner, helped Bartronics in automating its processes, tax calculations, inventory, stocks and all the financial management by deploying Microsoft Dynamics AX 4.0. The solution helped the company in stabilizing and streamlining all the processes and operations.

“With the deployment of Microsoft Dynamics AX, we have optimized efficiency, increased visibility, streamlined production processes, automated accounting processes, and ensured compliance with relevant government and industry standards.”

Suresh L, Senior Vice President, Bartronics

## Situation

Established in Hyderabad in 1990, Bartronics India Limited provides solutions in bar coding; automatic identification and data capture (AIDC) technologies, radio frequency identification and data (RFID), point of sale (POS), smart cards amongst others. It has offices in Bangladesh, Sri Lanka, Dubai and Mauritius apart from India. An ISO 9001:2000 AIDC company, Bartronics is an identification technology specialist. It has branches in.

Bartronics India was using a locally available financial package Tally 9.0 for accounting and Microsoft® SQL Server™ version for database based application on Microsoft Windows XP Professional. Tally fulfilled the organizations basic financial requirements but did not effectively manage areas such as inventory. In addition it was unable to connect purchases with inventory with the finance module, which led to duplication of entries. This compilation was managed in Microsoft Office Excel to create reporting. However, this was a tedious process and managing MIS in this manner was limited. Ambiguous results, lack of real time information, limited coordination amongst departments inundated the employees.

Bartronics is expanding business multifold. In addition to existing Smart Card manufacturing plant, it is going for the manufacture of RFID products. Company is expanding through acquisitions and branding its position globally by starting branches in US, Singapore.

The company has set out aggressive business goals. This includes capturing 20 percent of the AIDC market in India. In addition, it plans to manufacture RFID products in addition to smart cards. To do so, the company decided to focus on the putting in place some of the key business applications to enable the organization to focus on growth.

## Solution

Bartronics India believed that the existing accounting package would not be able to meet its growth plans. It began evaluating integrated applications and ERP solutions. It decided to implement Microsoft® Dynamics™ AX, an integrated ERP solution which is user friendly, flexible and customizable.

Semanticspace, a Microsoft Certified Partner was responsible for deploying the Microsoft Dynamics AX. “We chose Microsoft Dynamics AX because the user interface is similar to Microsoft Office which all our employees are familiar with and it manages the entire gamut of business functions such as sales, purchase, store management, financial management and production amongst others,” comments Brij, Senior Vice President, Bartronics India.

The implementation of Dynamics AX started in February 2008 and was completed by April 2008. It was implemented at the Hyderabad headquarters and manufacturing unit of the company. The Microsoft Dynamics AX implementation was planned in three phases. The first phase implemented financial modules and accounting; the second phase will automate production and integrate it with the financial modules; and finally in the third phase, customer relationship management and service management modules will be implemented.

In the first phase, accounting process has been centralized at Bartronics headquarters in Hyderabad. The modules included are

- Fixed Assets
- Bank
- Accounts Receivable
- Accounts Payable
- Inventory
- General Ledger

“We are customer oriented and Microsoft Dynamics AX is helping us in our objective to achieve 80 percent customer satisfaction level and to add at least 50 percent new customers every year.”

Shankar V, Senior Vice President, Bartronics India

In the second phase, Semanticspace has collected all requirements from the company's production unit at Medhchal, Hyderabad. Since then a proof of concept has also been completed.

The solution was tailored to the company's requirements. Several customizations such as a search engine for all masters were adapted. These include:

- **Posting Profile Map** to track various loans advances to employees.
- **Invoicing based on Item Group** enables easy search of items at the time of data entry. This makes drill down searches easier
- **Leave depreciation at Net book value** helps ease the depreciation calculation and improve its accuracy. Dynamics AX allows only a specific value. For Bartronics, it has been modified to take a percentage on the asset value as well

The solution has also been upgraded to Dynamics AX version Service Pack 2 (SP2). Role based access of information was deployed. This provides better security since the visibility of data is restricted as per the hierarchy.

## Benefits

With the implementation of Microsoft® Dynamic AX 4.0, the company has a complete view of the business including costs, inventory and accounting and customer management. “With the deployment of Microsoft Dynamics AX, we have optimized efficiency, increased visibility, streamlined production processes, automated accounting processes, and ensured compliance with relevant government and industry standards,” comments Suresh L, Senior Vice President, Bartronics India

## Streamlines Accounting Practices

Simple tasks too a long time in the past. However, with the implementation Dynamics AX, Bartronics has been able to centralize and streamline all accounting processes such as tax calculation, purchase order processes and depreciation calculations, effectively manage receivables and payables.

## Improves Inventory Management

Dynamics AX exercises full control over the stock, whether moving or non-moving. It provides accurate inventory data thus helping streamline warehouse operations. Several issues related to inventory in balance sheet are promptly taken care of by Dynamics AX. This will ease the year end closing of stocks. All the statutory reports are always ready.

## Ease of Use

Microsoft Dynamics AX user interface is similar to Microsoft Office and works seamlessly with it. “We saw a very small learning curve of 3 weeks for all our employees,” explains Brij, Senior Vice President, Bartronics India.

## Strategic Planning and Decision Making

Dynamics AX provides Bartronics with accurate and timely insight into the business and enables it to make sound strategic decisions. “Microsoft Dynamics AX facilitates decisions on a daily basis. We know when we are under or overachieving and what that means in terms of financial efficiencies, staffing requirements and so on”, says Suresh, Senior Vice President, Bartronics India.

## Enhanced Security

Access to all confidential information such as purchase orders, costs, project reports etc. is restricted and is available only to appropriate employees based on their profile. “Microsoft® Dynamics™ AX 4.0 has improved intra-company processes. Better coordination has resulted in reliable business practices and

quicker response time,” comments Sudhir Rao, Managing Director, Bartronics India Ltd.

**Helps Grow Business**

“We are customer oriented and Microsoft Dynamics AX is helping us in our objective to achieve 80 percent customer satisfaction level and to add at least 50 percent new customers every year,” explains Shankar V, Senior Vice President, Bartronics India.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Bartronics India Limited products and services, call (91) (40) 2329 8073 or visit the Web site at: [www.bartronicsindia.com](http://www.bartronicsindia.com)

## SemanticSpace Technologies

SemanticSpace Technologies is a leading software services company that caters to diverse industry verticals. Founded in 1997, SemanticSpace's software engineers provide solutions to enterprises across the globe. SemanticSpace's Technology Development Centers are located in Hyderabad, India, with sales offices across the United States. With ISO 9001:2000 certified and SEI-CMMi Level 3 assessed company, SemanticSpace has been successfully empowering its customers with innovative end-to-end technology solutions.

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

### Software and Services

- Microsoft Dynamics
  - Microsoft Dynamics Ax
- Microsoft Server Product Portfolio
  - Microsoft SQL Server 2005

### Hardware

- IBM X 3650 Intel Quad Core 5320 processor; 4 GB RAM; 3 \* 146 GB HDD

### Partner

- SemanticSpace