

# CLIENT CASE STUDY



## BVFCL, a huge public sector undertaking, sets on the path of real time business intelligence, using SofTrack.NET

Published: September 2004

***"We needed a cross-functional process management solution, which will also be the single data entry and reporting interface for everyone— right from the shop floor to the Chairman's desk. In short, we needed an ERP software kind of process management and a BI kind of dashboarding...of course, not with the same price tag. It seemed an impossible feat until we evaluated Softrack.net and Vortex's development capabilities on Microsoft platform. Right away, we knew that they could meet our expectations. "***

***Mr.Ravi Chandran, IT Head and Project Manager, BVFCL***

### Situation

BVFCL, a US\$120 million company, is into fertilizer manufacturing with two of its units nearing the end of renovation phase. Situated at Namrup, Assam, this plant boasts an employee size over 3000.

Like many other public sector undertakings, BVFCL faces problems from a changing production environment and market dynamics. To keep up with the pace, it is painfully aware of managing its information—the real wealth that comes out of its day to operations. In response, the top management decided to take up a decent IT initiative. As a result of which, all the top and middle management have been provided with excellent computers and basic office productivity software.

But as the plant is getting ready for a revival and preparing for growth thereafter, the top management felt that without a business process management software, the IT initiative will not yield results.

BVFCL approached Vortex Technologies, to come up with a solution that is in tune with their expectations, scalable to meet the organization's growth and that comes with the right budget.



### Solution Overview

#### Customer Profile

BVFCL, a public sector undertaking, is a US\$120 million company, into fertilizer production. With two of its units nearing completion of renovation phase, it is targeting a aggressive production outputs.

#### Business Situation

With revival plans going in full swing and growth pains becoming obvious, the senior management at BVFCL is acutely aware of the information management needs. Realizing that this can only be provided by an enterprise solution that gathers cross-functional business intelligence solution, which could prove quite expensive if the ERP software implementation route is taken, the management is on the look out for an alternative yet effective solution—a solution in tune with the latest technologies, scalable to meet the organization's growth and accessible to all of its stakeholders.

#### Solution

SofTrack.NET is 100% browser based, end-end business solution. It is a genuine horizontal product that can fit in for any vertical.

#### Software platform

Windows 2000 Server  
SQL Server 2000  
SQL Server Reporting Services  
.NET framework 1.1  
Internet Explorer 6.0



## Challenges

First, as an organization that has a minimal IT environment, majority of its work force is not IT savvy, hence the solution to be implemented should be user friendly.

Second, as a plant that is under pressure to perform, BVFCL could not afford long development and deployment cycles both in terms of time and cost.

Third, without any business process automation software in place, and the budget constraints to purchase and implement such software, it needed an alternative to improve efficiency of such processes.

Fourth, the software should be in a position to handle typical complexities, for instance, *the inventory of more than 60,000 unique items for machine maintenance alone.*

Based on all of the above the management felt that the solution should

- a) have a base engine that accommodates most of its requirements
- b) provide a way to automate its core functions without the need of additional software
- c) have short deployment and implementation cycles
- d) be extremely user-friendly with very little training
- e) should use existing hardware infrastructure
- f) scale up to the organization needs
- g) be flexible in reporting.

## Solution

After careful evaluation, BVFCL found that SofTrack.Net met most of its client's requirements.

- a) Softrack.net developed with the core objective of improving the business performance of any organization already had several features from the core business functions like Sales, Purchases, Stores, HR etc.
- b) Softrack.net's measures' integrated project management features provided a means to 'projectizing' operations in the core business functions.
- c) Softrack.net being a comprehensive product, and Vortex with the experience of already implementing it at several locations mastered a short yet effective cycle.
- d) Softrack.net's client is Microsoft's Internet Explorer, which is extremely user-friendly.
- e) SofTrack.net, an 'n' tier application, developed and deployed on Microsoft .net technology allayed their concerns of scalability and extensibility.
- f) Softrack.net being a 100% browser based solution; there was no need for BVFCL to invest in any additional client hardware or software.
- g) Softrack.net's tight fit with SQL Server/.NET platform and Vortex's excellent skills in SQL Server reporting services ensured that adding any new reports was easy.

## Conclusion

With SofTrack.net and Vortex, BVFCL found a cost effective solution, that not only met its expectations today but also scaleable to its upcoming needs.

## About Softrack.net and Vortex Technologies

Softrack.net is the flagship product of Vortex Technologies. Vortex is an innovative technology company headquartered in Hyderabad, India. Conventionally a product development company, Vortex is now fast expanding its services arm. Vortex currently operates in the business space of business performance management with offerings in the fields of business intelligence and enterprise project management.



## About BVFCL

BVFCL, a public sector undertaking, is a US\$120 million company, into fertilizer production, situated at Namrup, Assam.

## For More Information

For more information about Microsoft products or services, call 91-40-23554140. To access information via the World Wide Web, go to: <http://www.vortexindia.com>

For more information on BVFCL visit their web site at:

<http://www.bvfcl.com>

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