

CLIENT CASE STUDY



MIC Electronics now runs on SofTrack.NET – Vortex's business intelligence platform

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"As an organization that does pioneering work in Telecom Access products, Software, LED Video Displays systems ,STB. We spend a lot of our resources on R&D. Prior to Softrack.net it was difficult to 'measure' the performance of our R&D projects. Now, with Softrack.net, we are able to look at a single performance snapshot—individual, team and enterprise level—which is updated, real-time. And Softrack.net's excellent collaborative platform makes planning and monitoring real easy. "

Dr.MV Ramana Rao, CEO, MIC Electronics Ltd.

Situation

MIC Electronics, a US\$15.4 million company, is ISO 9001:2000 certified. With core competencies in **Information Communication Technologies (ICTs)**, it operates as three divisions—Access Network Group, Telecom Software & Solutions Group and Display & Electronics Group. The group's turnover grew at an impressive rate since its inception and now it is targeting a 40% growth in the current fiscal. With restructuring the organization into SBUs (Strategic Business Units) on cards, and the number of ventures coming up at different geographic locations, the senior management is in immediate need of up-to-date and accurate information from all the business functions, that can be accessed by all the stakeholders online.

As a company that is getting ready for a huge growth, the senior management is also aware of the need of the entire work force plugging into a common system that takes care of all their needs.

MIC Electronics approached Vortex for a solution that is web based and provides real time business performance monitoring.



Customer Profile

MIC Electronics, a US\$15.4 million company, is into telecom, LED displays, STB Software Development.

Business Situation

With aggressive growth plans on cards, and growing number of ventures at different geographic locations, the senior management at MIC Electronics is in immediate need of real-time updates from all the projects across the enterprise. In short, MIC Electronics is in need of a solution that *is web based and provides real time business performance monitoring.*

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
.NET framework 1.1
Internet Explorer 6.0



Challenges

As a growing and agile organization, MIC Electronics could not afford long development and deployment cycles. So the solution to be provided had to be woven around an existing product that meets most of the requirements right away. The rest, the management, felt, could be incorporated as time progresses.

In addition, MIC Electronics were in need of a solution that required minimal training for the entire work force.

Once the system is in place, MIC Electronics wanted the same analytic power across the organization, not just for the top management. The system should be accessible and had to be used by all the decision makers –both tech-savvy and non-technical people. The system had to capture all the information during the execution of the projects including time, material, manpower and other resources, defect rectification etc and make it available with proper context across the organization at all levels.

Finally once the system is in place, MIC Electronics needed a solution that would scale up in accordance with its aggressive growth plans.

Solution

After careful evaluation, MIC Electronics found that SofTrack.Net met most of their requirements. SofTrack.net developed and deployed on Microsoft .net technology and SQL Server allayed their concerns of scalability and extensibility. Softrack.net being a 100% browser based and extremely user friendly solution; there was no need for MIC Electronics to invest in any additional training at the client end.

Softrack.net was up in no time and all the team members were able to log on to the system to plan their jobs, submit reports and look at all the necessary reports—24X7, anywhere.

MIC Electronics also found that SofTrack.net already has several features related to performance management that are based on the industry's best practices. This reduced a lot of burden on the top management and the quality systems department.

Key Results

- With SofTrack.net in place, MIC Electronics found that the visibility of the R&D projects has increased dramatically. All the team members of the organization are looking at the same data at any point of time and what more, this data is updated real time.
- The contextual collaborative features of SofTrack.net --all the relevant data like reports, mails, performance graphs etc. against each process-- enabled all the employees of take quick decisions.
- Softrack.net's unique EPM features have also helped *projectizing* marketing and sales operations as well.
- As SofTrack.net provides data based on the measures set, it has helped all the managers to take decisions based on fact rather than on feeling.
- The projects are stream lined across the virtual organization of MIC Electronics, as the *as on date* plan and all the other tools are always available to all the team members via the internet/intranet.
- All the relevant information like HR and Quality manuals are now online, thus creating an **information lifeline** across the MIC Electronics' virtual organization.



Conclusion

With SofTrack.net, MIC Electronics found an effective performance management solution, in tune with its growth today and tomorrow.

Now at MIC Electronics, the latest information snapshot is just a click away.

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.

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 MIC Electronics., visit their web site at: <http://www.micelectronics.com>

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