

Sify Technologies Streamlines Financials, Purchasing, and Inventory with Unified Platform



Sify Technologies Limited
Chennai, India
www.sifycorp.com

Industry:

High Technology

Annual Revenue:

US\$108.6 million

Employees:

1,500

Oracle Products & Services:

Oracle Financials
Oracle Purchasing
Oracle Inventory Management
Oracle Order Management
Oracle Service Contracts
Oracle Install Base
Oracle Supply Chain Management
Oracle CRM

Oracle Partner:

IBM Global Business Services
www.ibm.com/bcs

“Oracle E-Business Suite is a unified platform that is flexible and stable, and will scale to support the growth of our business in the future.” – Bhaskar. S, CTO, Sify Technologies Limited

Sify Technologies is a large networking and broadband services provider headquartered in India. The company provides a range of communications services—including VPN, internet access, and VoIP—to businesses across India, the United States, the United Kingdom, and the United Arab Emirates.

It also offers broadband home access, dial-up connectivity, and the e-port cyber café chain across 180 cities and towns. Sify Technologies commenced operations in April 1998, and was the first Indian internet company to be listed on the NASDAQ Stock Market in the United States.

In 2007, Sify Technologies realized that its legacy opportunity management, order entry, and procurement and inventory system was no longer able to support the company’s growth plans.

Without a standard system for procurement and inventory, the company grappled with data from disparate sources and a slow invoice reconciliation process.

To overcome these issues, Sify Technologies turned to Oracle Certified Advantage Partner IBM Global Business Services to deploy Oracle E-Business Suite to run its core financial, supply chain, customer relationship management, purchasing, and inventory processes, on a single transaction backbone.

“Previously, order handling and billing data had to be entered into multiple systems, and data maintenance was a manual and time-consuming task,” said Bhaskar. S, CTO, Sify Technologies Limited.

“The customer billing process was cumbersome due to varying billing schedules, and contract renewal tracking was done using Microsoft Excel spreadsheets,” he said.

“Oracle E-Business Suite is a unified platform that is flexible and stable, and will scale to support the growth of our business in the future.”

Key Benefits:

- Streamlined data entry, transfer, and invoice reconciliation process
- Enabled the company to easily track each item throughout the sales process
- Allowed staff to track stock availability online and monitor inventory at a customer's location
- Automated the customer ordering, billing, and contract renewal process
- Provided managers with intelligent reporting and analysis tools

Integrated Financials, Purchasing, and Inventory

Sify Technologies has streamlined its data entry, transfer, and invoice reconciliation processes by integrating Oracle Financials with Oracle Inventory Management and Oracle Purchasing.

“Our core accounts payable, accounts receivable, fixed assets, and cash flow monitoring activities are now all completed on a single platform,” said Bhaskar.

Using Oracle Purchasing, Sify Technologies can achieve ‘back-to-back’ procurement. Sales order lines are linked to purchase requisitions and corresponding purchase orders for services like bandwidth, and components such as routers or network equipment.

“This means we can easily track every item that is sold throughout the sales process,” said Bhaskar.

Sify has also migrated existing Oracle Supply Chain Management and Oracle CRM solutions—which were previously running on multiple systems—to the new Oracle E-Business Suite platform.

Online Inventory Management and Monitoring

Oracle Inventory Management lets sales staff track stock availability online, allowing them to respond faster to customer orders. In addition, Oracle Install Base provides online monitoring of inventory at a customer's location.

“We can see an updated inventory of all products and services with details such as the product identification and service coverage,” said Bhaskar.

Automatic Customer Billing, Easier Reporting

Customer orders and billing and contract renewal are now automated processes, thanks to Oracle Service Contracts and Oracle Order Management.

“There is a clear link between orders booked, items dispatched, and service contracts created, and invoices are automatically generated,” said Bhaskar.

“This reduces the amount of time and effort required to enter information and ensures data integrity, which enables our managers to gather key financial, procurement, order handling, and billing data to deliver reports quickly.”

Why Oracle?

After reviewing its options, Sify Technologies felt the Oracle solution had the scalability and flexibility to meet the needs of the growing organization.

“We selected Oracle E-Business Suite because it’s easy to manage and allows us to take a modular approach to implementation,” said Bhaskar. “Oracle is also committed to providing a good level of support.”

“We found out that the Oracle E-Business Suite is the only suite of enterprise business applications from a leading ERP vendor that is completely internet-enabled, scalable, flexible, fully integrated, and enables easy access to enterprisewide information to keep pace with our growth,” added S. Mugunthan, head of information systems, Sify Technologies Limited.

Implementation Process

In December 2008, IBM Global Business Services and Sify’s IT team deployed the Oracle ‘Procure-to-Pay’ and ‘Order-to-Cash’ modules. These modules were implemented in a short period of time with a small team.

“This is a significant achievement for our IT team because the business units have already started to see some real benefits from the implementation,” said S. Mugunthan.

Over the next one to two years, Sify Technologies will implement additional Oracle E-Business Suite modules, including Oracle Balanced Scorecard, Oracle CRM, Oracle Human Resources Management, Oracle Project Costing, and Oracle Daily Business Intelligence.

Sify Technologies is a networking and broadband services provider headquartered in India. The company provides a range of communications services—including VPN, internet access, and VoIP—to businesses across India, the United States, the United Kingdom, and the United Arab Emirates.