



CRYSTAL PHOSPHATES

NEW MILESTONES ACHIEVED WITH THE HELP OF SAP® ERP

“Our business is growing fast . . . and processes are becoming more complex with our growing business. In SAP ERP we’ve found a solution that can not only keep pace with this growth – but help accelerate it.”

Lalit B. Thakur, IT Head,
Crystal Phosphates Limited

QUICK FACTS

Company

- Name: Crystal Phosphates Limited
- Headquarters: New Delhi
- Industry: Chemicals
- Products and services: Agricultural chemicals such as fungicides, herbicides, and insecticides
- Revenue: US\$54.5 million
- Employees: 400
- Web site: www.crystalphosphates.com
- Implementation partner: HCL Technologies Limited

Challenges and Opportunities

- Eliminate manual tasks
- Streamline day-to-day business operations
- Enable more efficient demand and production planning
- Increase visibility into inventory levels
- Enable accurate, effective reporting

Objectives

- Implement a standardized solution to accelerate business processes and support future growth
- Replace disparate legacy solutions with a fully integrated IT environment
- Utilize industry best practices

SAP® Solutions and Services

- SAP® ERP application
- SAP Best Practices for Chemicals package
- ASAP methodology

Implementation Highlights

- Enjoyed outstanding collaboration with an SAP global services partner
- Mapped core business solution in record 6 months
- Benefited from proven implementation methodology
- Leveraged industry best practices

Why SAP

- A market leader for enterprise software
- Modular solutions where only required functionality must be implemented
- Extensive knowledge of chemicals industry

Benefits

- Wider network of sales
- Greater transparency across the entire enterprise
- Comprehensive solution that supports all day-to-day operations
- More efficient reporting and analysis
- Improved demand and production planning
- Enhanced ability to properly analyze stocks and to locate expired, near-expiry, and nonmoving inventories – and to make appropriate decisions

Existing Environment

A mixture of homegrown and third-party legacy solutions

Third-Party Integration

- Database: Oracle
- Hardware: Hewlett-Packard
- Operating system: Microsoft Windows Server 2003



The heat is on for pesticides maker Crystal Phosphates Limited. More products mean more customers and more demand. But how can a midsize company keep up with the rising volume of data this generates? Simple. By implementing the SAP® ERP application.

Crystal Phosphates was established in 1997 and is headquartered in New Delhi. It specializes in the development, production, and distribution of agro-chemicals such as fungicides, herbicides, and insecticides. The company's in-house R & D team is constantly looking for innovative solutions to new challenges, extending Crystal Phosphates' rich and varied portfolio. The organization employs a workforce of 400+ at multiple sites across India. In 2007 it posted revenues of approximately US\$54.5 million.

Onward and Upward

Since 2001 the company has experienced whirlwind growth: it has added two more production plants and now has 28 point-of-sales locations. Furthermore the company has upped its marketing headcount from 50 to 150 and the number of products from 40 to 120; it has boosted turnover from \$13 million in 2002 to \$54.5 million in 2008. And it's not stopping there: Crystal Phosphates is now gearing up to expand outside of India. To support ongoing growth and future plans, a strong IT backbone is critical. With the volume of data constantly rising, it is essential to ensure smooth processes, maximum efficiency, and total transparency across the entire enterprise.

Recently, senior managers decided it was high time to align their IT strategy with their ambitious business goals. They took a long, hard look at the existing architecture – a patchwork of home-grown and third-party stand-alone applications. "We realized that to continue moving forward, we needed to replace our disparate systems with a state-of-the-art integrated solution," explains Lalit B. Thakur, IT head at Crystal Phosphates. "Our legacy software was disjointed, and we still performed many tasks manually." Top priorities were improved visibility into inventory levels, better production planning, and less waste. More efficient reporting and billing processes also featured high on the wish list.

SAP: The Right Choice

To find and implement the right functionality to fulfill their requirements, the team turned to HCL Technologies Limited – an SAP global services partner. Crystal Phosphates looked carefully at several possible solutions, including SAP ERP and other business software. SAP ERP is a standardized, modular enterprise resource planning (ERP) solution offering support across all business processes. It provides companies with complete transparency

across day-to-day operations. What's more, it offers a user-friendly interface and a single point of access to key facts and figures.

With the help of HCL Technologies, Crystal weighed up the pros and cons of each possibility and conducted a series of tests. "We found SAP ERP to be way ahead of all other ERP solutions in every respect," recalls the IT head. "If you want the best solution, you have only one choice – and that's SAP ERP."

Great Teamwork Pays Off

Consultants from HCL Technologies were responsible for all stages of the project – and on-site at Crystal Phosphates to offer advice and assistance throughout. "It was very much a collaborative process," says Lalit. "We all learned a great deal and we thoroughly enjoyed working with HCL Technologies."

To accelerate introduction of SAP ERP, experts from the partner organization employed the tried-and-trusted ASAP methodology. This provided the content, knowledge, and tools necessary to help ensure a successful implementation – which has a project period of six months. Furthermore, to tailor the



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solution to the specific needs of pesticides companies, HCL Technologies leveraged the SAP Best Practices for Chemicals package. This allows chemicals players to configure SAP ERP in line with industry and local requirements – helping them fine-tune their IT landscape and sharpen their competitive edge.

Streamlined Processes, Soaring Revenues

Processes at Crystal Phosphates have been completely transformed since the software went live. And employees can no longer imagine day-to-day operations without SAP ERP. “We leverage

Thanks to SAP ERP, Crystal Phosphates staff can check stock levels at all production plants – very effectively. As a result, they can arrange for ingredients to be transported to another factory and know which chemicals to order when. This means inventory has been reduced and there is less waste, lowering costs associated with the disposal of superfluous or expired chemicals.

“Thanks to the world-class reporting functionality in SAP ERP, senior management can now make informed decisions about the future of the company based on accurate, up-to-date facts,” explains the IT head. And because operations now run smoothly, top-level

ERP, we have system improvement,” reflects the IT head. “The software has been an all-around success.”

A Solid Basis for Future Growth

Hand in hand with HCL Technologies, the team has already implemented SAP applications for HR and is planning to implement customer relationship management and supplier relationship management applications. “Our business is growing fast, our customer base is expanding exponentially, and processes are becoming more complex with our growing business. In SAP ERP we’ve found a solution that can not only keep pace with this growth – but help accelerate it,” concludes Lalit.

“Since implementing SAP ERP, we’ve seen our revenues multiply exponentially, and we’re on track to boost sales even further. The software has been an all-round success.”

Lalit B. Thakur, IT Head, Crystal Phosphates Limited

the solution for almost all our business activities,” explains the IT head, “and we’ve noticed significant improvements across the board.” A case in point: demand and production planning. As the need for agrochemicals varies seasonally, and products have a limited shelf life, employees need insight into inventory, expiry dates, and storage location.

executives now have more time to concentrate on strategic challenges and driving growth.

Investing in software from SAP has paid dividends for Crystal Phosphates. And not only in terms of increased efficiency, productivity, and streamlined processes. “Since implementing SAP

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