

# ORION ERP helps India's leading stationery brand to gain real-time access to sales and inventory data, and achieve 1 million in cost savings



---

**Industry**  
Stationery manufacturing

**Number of employees\***  
410

**Revenue\***  
Rs. 120 crore (\$18 million)

**Locations\***  
10

**Customer since**  
2005

---

Source: The data is updated for 2016\*

## The customer

The client, Faber-Castell India, is part of the global network of Faber-Castell companies that manufacture high quality colouring and writing instruments for schools and offices. Having established its operations in India in 1998, the company continues to set new benchmarks in product innovation and packaging in the Indian stationery industry. The company has expanded its reach across the traditional retail and modern trade channels and has a strong network of over 500 distributors serviced through its nine branches.

## Challenges

In 2005 the client was using a distributed application for its sales and inventory data. This process was time-consuming and labour-intensive as it required consolidating and compiling data, and generating the profit and loss reports. The DOS based software lacked controls on transactions or users and the reports were inconsistent. Another significant challenge the client faced was limited connectivity in the warehousing locations. The client, hence, wanted a single online platform to manage its sales and inventory data.

## Solution

ORION ERP software provided the client real-time access to sales and inventory data. ORION was a cost-effective solution that did not require much customisation. The solution ensured compatibility of processes with minimal efforts and offered flexibility. ORION ERP solution's parameterisation enabled the ERP administrator control users and their activities. The procurement, inventory, sales, production and budgeting modules perfectly fit the client's requirements. Clear transactions were setup for each activity. ORION offered visibility into stock availability and production data. It further ensured quicker report generation, timely availability of information and eliminated manual data consolidation in excel sheets.

## Benefits

- Rs. 1 million cost savings due to automation of various processes and manpower reduction
- Anytime, anywhere access to data
- Streamlined operations due to accurate information and transaction controls



Parameterisation is an excellent feature of ORION and there was no need for us to approach the developer for any changes. Overall even after a decade of using ORION, we still love it and the users are happy too.



## Request Demo



For more information, talk to us today.  
Send an email to: [orion.erp@3i-infotech.com](mailto:orion.erp@3i-infotech.com)

### Corporate Headquarters

3i Infotech Ltd. Tower # 5,  
3rd to 6th Floors International Infotech Park,  
Vashi, Navi Mumbai 400 703  
Tel : ( +91 22 ) 7123 8000  
<http://3i-infotech.com/content/erp/>



### Global Offices:

India +91 44 6699 0000, +91 80 3993 4001/ 2/ 3/ 4/ 5  
North America +1 732 710 4444  
Bahrain +973 17 536703  
Saudi Arabia +966 1 464 3391  
United Arab Emirates +971 (4) 3914900  
United Kingdom +447501462973  
Singapore 6511 1599  
Malaysia +60 3 2786 8500  
Thailand +66 2 659 5879