

## Unified systems and greater integration and visibility across companies for Middle East transport conglomerate with ORION Fleet ERP solution



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Industry  
Transport

Number of employees\*  
10,000 (group total)

Locations  
Middle East

Customer since  
2013-14

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Source: The data is updated for 2017\*

### The customer

Emirates National Group (ENG) is a leading player in automotive services and its subsidiary companies deal with different means of private and public transport, besides providing their ancillary services. The group operates a range of companies providing transport, ranging from car hire, limo, and public transport services to auto recovery and maintenance facilities. The group was established in 1990 with its headquarters in Abu Dhabi, United Arab Emirates.

The company's subsidiaries include Fast Rent a Car, Fast Line Bus Rental and Leasing Company, Fast Limousine, Emirates Cab Sharjah, Fast Service Centre, Colemont (wholesale specialty insurance broker), City Transport, Motor Zone, Emirates Taxi Abu Dhabi, and Emirates Taxi Sharjah.

### Challenges

With different subsidiary companies in the group, it was a challenge for the client to gather a complete and unified picture of the group operations.

Each of these units worked as separate entities with their own ERP drawn from different vendors. The challenge was also in regard of integration of the different systems of the group and within the companies. The earlier implementation done over 10 years ago held back technology development in the company, affecting the revenue. This meant that there was lack of co-ordination across companies and systems while key processes were manual and this affected the efficiency, profitability and image of the company.

## **Solution**

It was decided that the entire group needed a single ERP system to follow the best practices in IT. The management supported this both on the business and IT side with knowledge sharing systems and practices. A steering committee was formed headed by the group CEO and the whole system was evaluated holistically. Many systems were considered for evaluation against different benchmarks for this process. When the systems were evaluated on commercial lines almost all of them were on the same lines. However, ORION11j was selected as it had a strong system that was also commercially viable. The primary reason for selecting ORION was that it allowed faster deployment and was best fit for requirements. It also had the latest technology that fit the system architecture of the client.

The team at 3i Infotech brought together the different systems across companies under the ORION framework. ORION was already in use in one of the companies and the client deployed the financial, procurement, HR and payroll modules in phase one since this was already available in the local system. The first phase involved ERP and CRM integration with the systems so that finance and operations would not be disrupted. Phase two involved bringing operations, procurement, HRM, payroll and finance together across different systems in the group. The third stage involved moving out of other systems totally and implementing ORION, followed by rollout across all group companies.

The planning of the project took six months while about 18-24 months was the estimated time to get the solution online and running.

## Benefits

The significant benefit to accrue to the client with the implementation is a totally integrated system for the whole group that can take care of inter-company transactions with its own error checks and flagging mechanisms. The system provides a unified view of the operations of the group as a whole, and the individual companies. It provides greater visibility to the management.

The system provides unification of different group companies. It brings together greater clarity and pieces together the missing elements in the whole system. It removes the manual element in operations and brings about greater efficiency, profitability and co-ordination.

Other departments such as finance will also benefit from this system as it will increase efficiency.



For more information, talk to us today.

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