

# Visibility of Business Opportunities and Reduction in Sales Losses for African Retailer with ORION ERP Solution



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## Industry

Retailers and wholesalers of consumer electronics and entertainment products

## Number of employees\*

600+

## Locations

Kenya, Tanzania & Rwanda

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Source: The data is updated for 2017\*

## The customer

The client is a market leader in home appliances in Eastern Africa. The company was established in 1984 with a store in Nairobi. The client acquired a distributorship agency for global brands including Ariston, Westpoint and Kenwood. The company expanded its operations throughout Kenya and by 2002 was one of the region's largest retailers and wholesalers of consumer electronics and entertainment products.

The client distributes home appliance products in the region and operates retail stores as well as sells online. They operate service centres for the products sold and also take up projects involving installation of large scale air conditioners, etc.

## Challenges

The client had issues related to stock position, procurement planning and loss in sales. It affected their service centre business and financial positions. They had to spend more on manpower and could not make the right fund flow planning. This brought about problems in their turn-around time for delivery and delays in monthly account closing and generation of financial statements.

The specific departments that were affected and faced the brunt of the challenge were business development, inventory, finance and general management.

## Solution

ORION ERP from 3i Infotech was entrusted with the task of providing an ERP solution and a team of business consultants were assigned. A system study was performed to gather requirements from users and a comparison of solutions was done before deciding on the right fitment with ORION. The team met the business challenge through ORION's solutions.

The client also recruited and deployed specific consultants. The solution was broadly defined around the functions of purchase, sales, inventory, retail / POS, job costing, finance, fixed assets, workflow management, cash flow and business intelligence. The primary departments across which the solution was implemented were finance, sales, product management, service departments, and warehouse.

Oracle Database and JBoss were the specific technologies that were deployed for this solution. ORION also employed specific methodologies such as ORION implementation methodology and best business practice through process packs. The project took a total of four months for completion.

## Benefits

The client gained significant benefits from the implementation of the solution, including:

- Clear visibility of business opportunities
- Drop in sales loss
- Consolidated financial analysis cutting across business lines and different countries
- Access to information about inventory level and distribution needs
- Sales alerts to management and key business leaders



ORION Analytics supports us during daily business decisions and guides us where to channelise our business.



For more information, talk to us today.  
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