Need for speed drives S. Saengcharoen to cloud ERP

With disparate IT causing operational inefficiencies at S. Saengcharoen, a company that prides itself on its speedy supply to insurance firms, cloud ERP was the natural solution.

S. Saengcharoen Kolkarn Co. is a B2B company which supplies auto parts to organisations that provide car insurance policies. With origins stretching back to the 1990s in Thailand, S. Saengcharoen Kolkarn Co. employs around 75 employees today, providing a service which helps insurance companies deal with the claims from their customers quickly and efficiently.

Speed is a pivotal part of S.Saengcharoen's business model, not least because regulations set by the Office of Insurance Commission expect all insurance companies to handle clients' cases within a set timeframe. To ensure they comply with these time-based regulations, insurers want to work with suppliers which are able to deliver the goods they need promptly.

A disparate IT environment, however, was causing delays and inefficiencies which affected the speed at which S.Saengcharoen could respond to the demands of its insurance customers. Each department within the company – from accounting to sales to warehouse – was using different IT systems for managing their operations and collecting important data.

"Our finance team, for example, was using a local accounting system while our procurement system was using something entirely different, and the systems were not integrated. This added unnecessary steps and siloes in our operations," says Kittiphat Sriprakobporn, who manages backend operations and routine systems at S. Saengcharoen.

"Using various operating systems across different departments also meant more time was required to consolidate all of the data. In instances where time compliance is delicate for insurance companies, it's crucial that we are able to supply car parts and updated reports to our clients as quickly as possible, so we needed to find a way to remove the inefficiencies."

Seamless operations

The answer lay in a single cloud-based ERP solution which could meet the needs of all of the departments in S. Saengcharoen and enable seamless operations across the business.

Cloud ERP software is able to integrate and automate multiple functions in an organisation and rapidly analyse vast amounts of data. It can power near real-time insights and, crucially, one single source of the truth which all teams can access and act on. Rather than trying to fish out data from myriad different sources, teams can focus on providing an efficient service.

Having analysed several different cloud ERP options, S. Saengcharoen opted to implement the NetSuite ERP solution after being drawn to its simple interface and ability to customise tools and modules to the company's specific environments. The deployment was for 37 users with modules including financial management, inventory management and fixed asset management.

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Through the deployment S.Saengcharoen was supported by Jcurve Solutions, a leading implementation partner for NetSuite ERP, helping to make the transition process as fast and smooth as possible. Jcurve's expert support for S.Saengcharoen's implementation included efficient project timeline planning, advice on the best ways to implement individual modules, and step-by-step process walkthroughs to maximise the company's use of the ERP system.

"The support from Jcurve through our journey has made us work quicker, and we continue to have ongoing support from a dedicated project manager who offers us guidance and useful details to ensure we are getting the most out of NetSuite ERP, says Sriprakobporn. We have really appreciated Jcurve's attention to detail, communicating in great detail about the modules and customisations which will be implemented, as well as the project timeline."
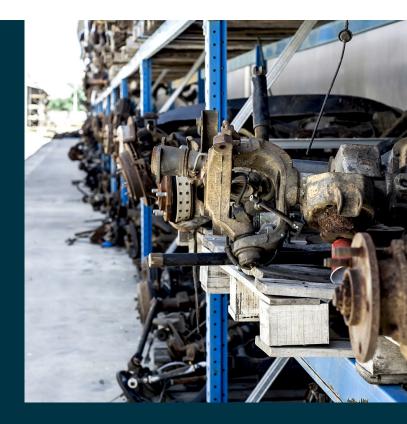
"Jcurve's team helped us think through some of the issues which we may have otherwise overlooked, and suggested appropriate solutions. Having requested on-site training, I was also very impressed that Jcurve provided individual assistance for all of the trainee users."

Flexible customisation

The benefits of NetSuite ERP were evident to S.Saengcharoen early in the implementation, saving significant time across the company's operations. Since the routing of each department has been centralised, real-time data and updates from each department's workflows can be easily accessed without the need to sift through various different systems.

The flexibility of NetSuite's solution in terms of customisation, which was lacking in S.Saengcharoen's previous setup, have earned plaudits from line-of-business managers across the organisation, after the company consulted Jcurve to ensure the system is moulded to the needs of each team. Both the sales team and procurement department have noted improvements in their efficiency levels since the system has made their lives easier.

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Customisations Jcurve created for S.Saengcharoen included modules for local tax bundling and billing formats, which have helped the finance team report for tax compliance and expenses management, and also auto invoice creation and item fulfilment. This is triggered when a sales order progresses to a purchase order and is then marked as 'item receive'.

The warehouse management system (WMS) module, meanwhile, has made inventory management more seamless due to the ability to easily scan inbound and outbound items and automatically update on NetSuite.

"We can manage cycles at a hand-held level. It also shows real-time visibility of the item status, which helps us to ensure accuracy in shipping, whether it is fast moving goods or popular items in each season. These kinds of customisations are in stark contrast to our previous systems which were inflexible and had a lot of limitations," Sriprakobporn adds.

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"Especially with NetSuite ERP being a cloud system, we can see the work completed by each department in real-time. We can see all performances, and the system supports process flow across departments. The integrated tools for real-time reporting, for example, make it easier for the sales team to pass on reports to accounting for processing. NetSuite ERP has made us a more efficient business able to better meet the needs of our customers."

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