TRINITY TOUCH
COORDINATING GLOBAL OPERATIONS WHILE REDUCING COSTS AND EFFORT

QUICK FACTS

Industry
Industrial machinery and components

Revenue
Rs 300 to 400 million (around US$6.76 million to $9.02 million)

Employees
80

Headquarters
New Delhi, India

Web Site
www.trinitytouch.com

SAP® Solutions and Services
SAP® Best Practices for Discrete Manufacturing package (localized for India) with Sonnet IMC, a qualified SAP Business All-in-One partner solution for machine components

Implementation Partner
Sonata Software Limited

When manufacturers need innovative solutions, they turn to components maker Trinity Touch Private Limited. When Trinity needed to streamline operations across geographies to improve service and reduce costs, it turned to a qualified SAP® Business All-in-One partner solution. Now, with greater visibility across operations and streamlined businesses processes, the company is improving customer service and product quality.

Key Challenges
- Establish visibility across business locations
- Integrate business processes company-wide
- Centrally manage global inventory and sales
- Improve product quality and customer satisfaction
- Lower operating costs
- Introduce controlled and automated processes across the enterprise

Why SAP Was Selected
- The leader in enterprise business software
- Functionality based on industry best practices
- Support for growth and business expansion
- Good integration with SAP® and non-SAP software
- Controlled, centralized, and highly available business data

Implementation Best Practices
- Set up team comprised of in-house employees and partner experts
- Leveraged key internal users' expertise
- Delivered partner-led classroom training to more than 30 business users
- Used ASAP methodology

Low Total Cost of Ownership
- On time, within budget
- Rapid 4-month implementation with minimal customization
- Cost-effective remote partner support
- Lean IT team

Financial and Strategic Benefits
- Better product quality
- Greater customer satisfaction
- Inventory reduction
- Elimination of manual effort company-wide
- Shorter sales and payment cycles
- Stronger reputation with customers
- Tighter coordination across locations
- Lower IT costs; less maintenance required
- High availability of data for meeting business objectives
- Greater security and control of critical data

Operational Benefits

Key Performance Indicator	Impact
Responses to daily customer queries	97% faster
Weekly report preparation	97% faster
Creation of monthly analytical reports	95% faster
Daily delivery tracking	96% more efficient
Bill of materials updates	90% faster
Daily material requirements planning	88% faster
Yearly financial closes	85% faster
Sales closings	75% faster

TRINITY™ TOUCH

"Our SAP Business All-in-One solution has turned our data into a strategic asset. And we are using that asset to meet business targets – in product quality, customer service, and reduced operating costs."

Kamal Dawar, Chief Operating Officer, Trinity Touch Private Limited

www.sap.com/contactsap

Plugging into Higher Quality and Service with SAP® Software

Trinity Touch Private Limited makes a wide variety of high-quality machine components that are critical to manufacturing customers across industries. The midsize, New Delhi–based company has a 10-year history of meeting customers' product and services needs. Today it operates multiple manufacturing and distribution centers in India and competes in European markets through its UK sales and distribution center. "Establishing visibility and integration across all of our business locations is critical to our success," says Kamal Dawar, chief operating officer at Trinity. "That's why we chose an SAP Business All-in-One solution."

Getting Multiple Locations in the Same Gear

Trinity needed to replace its outdated, costly legacy system and selected an SAP® Business All-in-One solution – a single software instance that could be implemented quickly to cover critical processes like sales and distribution, production planning, materials management, quality management, and financials. Trinity liked the fact that it would be able to manage business data centrally, making information highly available to business users company-wide. The company would also be supported by a trusted leader in enterprise business software. Dawar says, "In addition, the solution had the scalability to support our growth and the functionality we needed to continuously improve our operations."

Teaming with a Quality Partner for a Rapid Implementation

Trinity adopted an SAP Business All-in-One solution, which was implemented by Sonata Software Limited. Trinity's top business process experts worked side by side with the Sonata team to keep the project on time and within budget and to ensure that interfaces and training met specific employee needs. To minimize customization, the project team employed the SAP Best Practices for Discrete Manufacturing package, which was specifically configured for the India market. In just four short months, Trinity's 30-plus business users were taking advantage of this SAP Business All-in-One solution.

Running Leaner and Performing More Quickly

"Improvements have been widespread and immediate," says Dawar. "On average we have accelerated key business processes by almost 90%. And our customers have noticed the difference." For example, Trinity can resolve customer issues more quickly, and with high visibility across manufacturing processes, it is improving product quality. Manual tasks have been eliminated, and costs have been reduced in critical areas like inventory management, sales and distribution, materials planning, reporting, analytics, and IT. Plus, for Dawar, geography no longer poses the operational challenges it once did. "Before, coordination between sales and distribution in the United Kingdom and production in India was challenging," says Dawar. "Today, with our SAP Business All-in-One solution, it is as if all of our operations were in the same building."

Improving Operations Today and Tomorrow

Trinity wants to further leverage the business data it has unlocked with its SAP Business All-in-One solution. The company is also evaluating SAP BusinessObjects™ business intelligence solutions to make enterprise data more readily available to users at all levels. "Rich business data has already helped us close sales and bring in revenue faster," concludes Dawar. "And we continue to find new opportunities for improvement."

Implementation Partner

Bangalore, India–based Sonata Software Limited is an award-winning IT consulting and services company. It delivers a full portfolio of solutions to help customers around the world streamline and enhance their own global operations.

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