Sudarshan Chemical Industries: Building the Warehouse of the Future Today with the SAP® ERP Application

With a vision of becoming one of the world's top four pigment manufacturers, the future of Sudarshan Chemical Industries Ltd. is as bright as its colors. In order to make this vision into a reality, it embarked on a project to build a new state-of-the-art warehouse. To help ensure operational efficiency, the company deployed the warehouse management functionality of the SAP® ERP application. The result has been a 100% increase in productivity.

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SUDARSHAN

Executive overview

Company
Sudarshan Chemical Industries Ltd.

Headquarters
Pune, India

Industry
Chemicals

Products and Services
Specialty chemical manufacturing – pigments

Employees
1,200

Revenue
US$140 million

Web Site
www.sudarshan.com

Partner
PwC Consulting
www.pwc.com

BUSINESS TRANSFORMATION

The company's top objectives

- Build a new, fully operational warehouse within nine months
- Ensure smooth and efficient operations and reduce costs despite complex requirements that include up to 1,300 stockkeeping units
- Reduce customer complaints regarding errors in orders and delivery

The resolution

- Deployed the warehouse management functionality of the SAP® ERP application in four months and within budget
- Chose functionality and followed an implementation plan based on industry best practices
- Accelerated implementation and training with a familiar user interface

The key benefits

- Aligned with the strategic goal of becoming one of the world's top four global pigment manufacturers
- Streamlined warehouse operations and met ramp-up and customer serviceability targets
- Drastically reduced customer complaints, improving customer satisfaction survey results

"The warehouse management functionality of SAP ERP is helping us achieve maximum productivity and reliability at our new warehouse and is perfectly aligned with our strategic goal to become one of the top four players in the global pigment manufacturing industry."

P R Rathi, Vice Chairman and Managing Director, Sudarshan Chemical Industries Ltd.

TOP BENEFITS ACHIEVED

90%
Reduction in customer complaints related to order and delivery errors

100%
Increase in productivity

75%
Reduction in loading and unloading cycle time

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