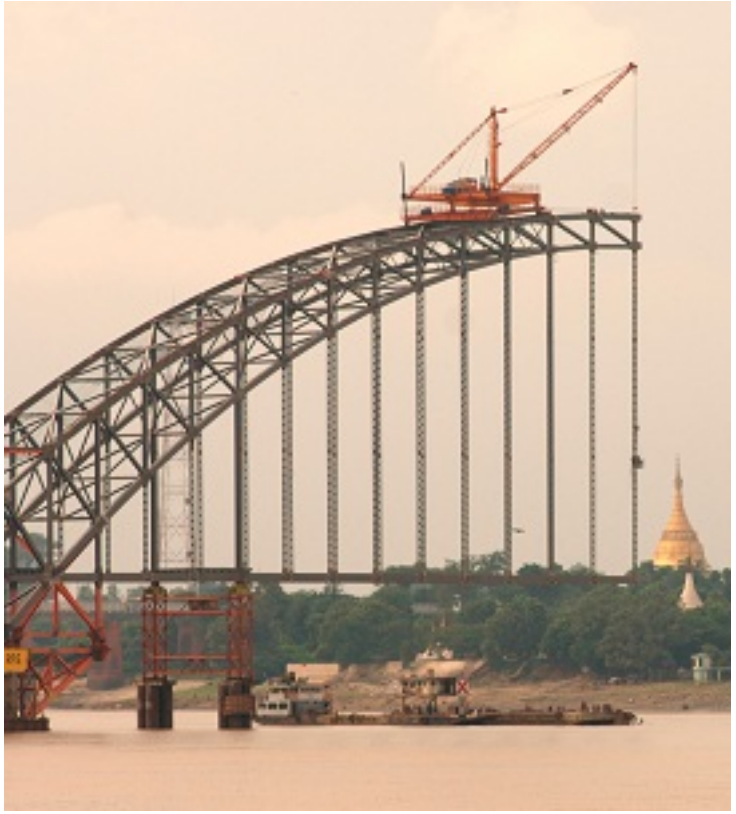
VGN: Streamlining Operations and Improving Customer Service with SAP® Solutions



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With over 70 years of experience in real estate, THE VGN GROUP set the bar for development of high-end residential properties, townships, public infrastructure, and more. VGN serves customers by putting safety and sustainability at the heart of every project. To achieve this, it worked with Highbar Technologies to implement the SAP® Customer Relationship Management application and used an SAP-qualified rapid-deployment solution to implement the SAP ERP application. The result is better planning, management, and customer service.

Partner

HIGHBAR TECHNOLOGIES

VGN CREATING ASSETS SINCE 1942

Executive overview

Company
THE VGN GROUP

Headquarters
Chennai, India

Industry
Engineering, construction, and operations

Products and Services
Development and construction of residential and commercial real estate and public infrastructure projects

Employees
>500

Web Site
www.vgn.in

Partner
Highbar Technologies Ltd.
www.highbartechnologies.com

BUSINESS TRANSFORMATION

The company's top objectives

- Enhance monitoring and increase control over subcontractors, inventory, purchases, and equipment
- Improve management of leads, opportunities, and marketing campaigns
- Eliminate duplicated data entry and improve information flow

The resolution

- Engaged Highbar Technologies to implement the SAP® ERP and the SAP Customer Relationship Management (SAP CRM) applications
- Went live in four months using real-estate industry templates and best practices and an SAP-qualified rapid-deployment solution for SAP ERP

The key benefits

- Automated subcontract management controls as well as requisition and purchase order authorization
- Reduced inventory levels, thanks to better oversight
- Maximized equipment performance and utilization
- Streamlined tendering and improved project monitoring and cost control
- Provided complete visibility on leads, opportunities, and customer status
- Improved customer service with access to complete engagement records

"The SAP ERP and SAP CRM implementations delivered by Highbar were fast and customized to our needs. With their help and leadership, we improved processes for tendering, purchasing, and customer management. With our SAP applications, VGN is running better than ever."

Pratish Devadoss, Managing Director, THE VGN GROUP

TOP BENEFITS ACHIEVED

60%
Faster financial close cycles

60%
Faster inventory and material reconciliation

99%
Faster responses to customers with fast access to customer interaction history

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