



## kaybeegroup

### Solution Overview

Country: Singapore  
Industry: Commodity Trading

#### Customer Profile

Kaybee Group Pte Ltd is a Singapore-based commodity trading company that specialises in textiles and apparels. It has 19 offices in 13 countries with a group revenue of US\$300 million in 2006.

#### Business Situation

Its disparate IT systems could not support impending growth. There was also an urgent need for better data sharing and business reporting within the group.

#### Solution

Kaybee implemented Microsoft Dynamics with the R Systems APAC Commodity Trading Add-On Solution to consolidate back-end systems, streamline data sharing, improve business reporting and enhance customer responsiveness.

#### Benefits

- Better manage increased business volume
- Streamline business data sharing
- Enhance business reporting
- Enable integrated customer view
- Facilitate logistics management



## Textile Trading Company Achieves Regional Integration of Business Information Sharing and Reporting

“The immediate benefit of the new system is that Kaybee can now handle the increase in business volume without additional capital or human resource investments.”

-- Mr Shaishav Merchant, Manager, Information Technology, Kaybee Group Pte Ltd

Kaybee Group Pte Ltd (Kaybee) is a global solution provider in the textile and apparel industry. With more than 19 offices in 13 countries, Kaybee's disparate information system was beginning to strain under its monthly volume of 2000 orders. It was difficult to share information, which resulted in duplication of work across the company. The management also lacked a consolidated view of the organisation's regional operations and customer transactions.

Foreseeing impending growth, Kaybee selected Microsoft Dynamics NAV, together with R Systems APAC, formerly aka. IBIZCS, Commodity Trading Add-On Solution to build a centralised business-reporting infrastructure to consolidate back-end systems, streamline data sharing, improve business reporting and enhance customer responsiveness.



“Besides the assurance of a proven solution from an industry leader, we were impressed by the R Systems APAC team’s dedication and their willingness to render support whenever required. These were crucial factors that enabled a hassle-free implementation process.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group Pte Ltd

## Situation

Established in 1957, Kaybee is a key player in the textile and apparel industry, operating 19 offices in 13 countries and trading in 50 countries worldwide. Headquartered in Singapore, it sources fabrics, yarn and textiles globally, then resells them to customers such as global fashion labels, designers and garment manufacturers. The organisation also provides consultation services on fashion trends. Besides textile and apparel trading, Kaybee has recently diversified its business to include electronics and food trading. The group achieved revenue of US\$ 300 million in 2006.

According to Shaishav Merchant, Manager, Information Technology of Kaybee Group Pte Ltd, the critical success factors for the business are in sourcing for up-to-date supplies at the right price and to fulfil customers’ orders within the shortest lead time possible. As fashion houses usually plan their collections one season ahead, the usual order lead time is around 3 months. One way in which Kaybee provides value to their customers, is in staying atop the latest fashion trends, which vary across regions and countries. Access to accurate business intelligence and market trend information are thus key in supporting quick decision-making, while timely business reporting provides insights into customer buying patterns and

upcoming fashion trends. With a monthly volume of 1500 to 2000 orders, Kaybee’s management knew that its disparate IT infrastructure was becoming increasingly strained and could not support the impending growth in business volume. Operational efficiencies were hampered by the lack of data visibility and integration across regional operations. With little information sharing, there was no centralised customer profiling. Workload was also replicated due to system incompatibility.

Kaybee urgently needed to implement a centralised back-end infrastructure that can streamline information sharing, enhance customer profiling and improve business reporting.

## Solution

With a lean team of 5 IT staff, Kaybee wanted a solution that came with robust industry-wide support. There was also the additional need to protect its hardware investments. Familiarity with the user-interface was another factor, as Kaybee wanted a hassle-free migration and ease in integrating the new system into its current Microsoft-based system.

After a thorough evaluation, Kaybee selected Microsoft Dynamics NAV as it ensured a strong body of industry expertise along with long term support.



“With Microsoft Dynamics, we are able to consolidate information resources from our regional offices to create accurate customer profiles and gain a better understanding of customers needs.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group Pte Ltd

Shaishav’s choice of Microsoft was further enhanced by R Systems APAC, a Microsoft Gold Certified Partner which demonstrated extensive knowledge in Microsoft Dynamics. “Besides the assurance of a proven solution from an industry leader, we were impressed by the R Systems APAC team’s dedication and their willingness to render support whenever required. These were crucial factors that enabled a hassle-free implementation process,” said Shaishav

The system went live in 7 offices across Singapore, Indonesia, Malaysia, Taiwan and Hong Kong. The implementation was subsequently deployed quickly across the region with the Citrix Presentation Server platform. With Microsoft Dynamics NAV hosted on a centralised server, support and maintenance are simplified and streamlined, with enhanced reliability and security control.

### Benefits

#### **Operations: Centralising System Database Enables Better Information Sharing and Enhances Fulfilment**

As a commodity trader, Kaybee needs real-time visibility into critical business information, such as market trends and customer purchasing patterns. This enables their staff to source and offer the right products to their customers in the shortest time possible.

For example, if a particular

textile is being purchased in large quantities in Brazil, this may indicate the latest South American preference towards certain fashion trends. If this information can be captured from daily sales order information and shared quickly across the regional offices, country managers can then advise their sales teams to promote this same textile to other South American countries such as Argentina, whose customers may have similar preferences.

However, as Kaybee’s system database was decentralised over its regional offices, the company was not able to leverage such market intelligence information to support their sales and marketing efforts. Besides the inability to share time-critical business information and market analysis, the disparate back-end systems also created much duplication of tasks and data redundancy.

With R Systems APAC’s help, Kaybee deployed Microsoft Dynamics Navision to centralise its business information. This enabled effective sharing of business critical information, which helped the management make speedier decisions not just in Sales and Marketing, but also in purchasing.

Gaining access to updated business information also enhanced textile sourcing, as Kaybee’s staffs now get full visibility into stock availability



“By diverting some of the purchases to suppliers from another country, the logistics crunch is relieved. This prevents delays in shipment that may lead to higher costs due to additional berthing charges or customer penalties.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group Pte Ltd

and corresponding pricing across its offices. For example, if a Brazilian customer requires a certain fabric that is unavailable or over-priced in Brazil, Kaybee’s purchaser can now check via its integrated system, on the pricing and availability of the fabric with his counterpart in another country, such as Indonesia. Instead of running the risk of losing the customer, the integrated database enables Kaybee to successfully close the customer’s order. Customers also appreciate the transparency of information and the value-added support from Kaybee. This in turn helps to enhance customer satisfaction and build long-term customer loyalty.

As anticipated, with the group’s diversification, Kaybee’s monthly business volume more than doubled from approximately 2000 orders in 2004 to 5000 orders in 2006. According to Shaishav, “The immediate benefit of the new system is that Kaybee can now handle the increase in business volume without additional capital or human resource investments.”

**Sales and Marketing:  
Consolidated Customer View**

Many of Kaybee’s large customers have different business entities or subsidiaries, who may be dealing with several Kaybee offices concurrently, depending on their geographical locations. Without a common customer database, it was difficult for Kaybee’s staffs

to know if a certain customer they were serving is a subsidiary of a particular customer. This often created miscommunication and misunderstanding.

“With Microsoft Dynamics, we are able to consolidate information resources from our regional offices to create accurate customer profiles and gain a better understanding of customers needs,” said Shaishav.

With a common database enabled by Microsoft Dynamics, Kaybee now enjoys an enhanced and consolidated customer view. With the ability to consolidate orders for the same customers, Kaybee also benefits from better economies of scale.

**Operations: Enable Proactive Logistics Management**

According to Shaishav, the months of June to August are typically the busiest months. Every year during this peak period Kaybee had to deal with the logistical bottleneck of getting huge volumes of goods shipped out of China. Using Microsoft Dynamics, Kaybee can now readily access historical information and act proactively by planning ahead. Shaishav explained, “By diverting some of the purchases to suppliers from another country, the logistics crunch is relieved. This prevents delays in shipment that may lead to higher costs due to additional berthing charges or customer penalties.”



“With Microsoft Dynamics, we now have a strategic platform for further business diversification and the enhanced capability to be a one-stop provider for our customers.”

Mr Shaishav Merchant  
Manager, Information Technology  
Kaybee Group Pte Ltd

To prevent shipment delays, Kaybee can also rely on historical data to work out optimal delivery routes. For goods in transit, Kaybee’s staff can now accurately track vessel movements, to gather timely delivery status information for customer updates.

**R Systems APAC’s Commodity Trading Add-On Solution also eases Kaybee’s documentation management by allowing the electronic attachment of all shipment related documents, from bank’s letter of credits, bill of landing to contracts onto all related emails and correspondences. This ensures the accurate tracking of contract changes, eases auditing and enables faster responses to bank enquiries. Proper documentation management also prevents further delays by ensuring that local legislative compliances at the local customs are met.**

#### **Management: Enhanced Business Reporting and Analysis for Better Business Visibility**

Unlike previously where its order processing and accounting systems existed in silos, Kaybee has successfully streamlined its backend system, enabling the easy sharing of business data and reports with Microsoft Dynamics.

Month-end closing, which used to take 1 week, is now real-time. No longer dependent on internal auditors to travel to each office to manually

consolidate its financial reports, Kaybee’s finance department can now easily consolidate month-end reports from its regional offices. Ad-hoc reporting is also much faster, as set parameters enable quick report formatting and any data changes are reflected in real-time.

Today, Kaybee’s management enjoys a complete top-down picture of the business, while enjoying the convenience of drilling-down to analyse specific data points by business divisions, products and suppliers. Any changes to costs are updated in real-time, without manual manipulation. The invoice costing screen has also been customised to enable easy budget versus actual comparisons, taking into account expenses such as freight charges and suppliers’ costs. This provides quick insights into profitability gains upon goods delivery and eases profitability analysis. Latest information on fashion trends and customer preferences can also be shared quickly across countries.

#### **Automating Customer Touchpoints to Enhance Customer Responsiveness**

For Shaishav, the transformation of the organisation has only just started. Microsoft Dynamics has enabled Kaybee to meet its immediate needs of increased business volume. Moving ahead, Shaishav is looking towards becoming even more responsive to customer needs by

## About Microsoft Dynamics™

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialised services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

## For More Information

For more information on Microsoft Dynamics, visit [www.microsoft.com/asia/dynamics](http://www.microsoft.com/asia/dynamics) or email: [mbsasia@microsoft.com](mailto:mbsasia@microsoft.com)

For more information about R Systems APAC, call 6423 9258 or visit [www.rsystems.com/apac](http://www.rsystems.com/apac)

For more information about the Kaybee, call 6299 8900 or visit [www.kaybeegroup.com](http://www.kaybeegroup.com)

establishing a self-service customer portal.

He said, "One critical benefit is that our management now possesses the business visibility required for quick business decisions to exploit

opportunities or prevent losses. With Microsoft Dynamics, we now have a strategic platform for further business diversification and the enhanced capability to be a one-stop provider for our customers."

©2007 Microsoft Corporation. All rights reserved. This collateral is for informational purpose only. Microsoft makes no warranties, express or implied, in this summary. Microsoft Dynamics is a trademark of Microsoft Corporation in the United States and/or other countries. All Microsoft products listed in this collateral are either registered trademarks of Microsoft Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Document published 08/07

## Software and Services

### Products:

- Microsoft Dynamics™ NAV



**Microsoft®**