
Customer Case Study

Company Name:

AMS Marine Group, Singapore



www.amsmarinegroup.com

- Part of the Singapore Listed Company SINWA- AMS Group of Companies is a leading Marine, Oil & Gas Services Company offering full suite of Engineering Services across Piping, Steelworks, Heat Exchangers, Supply of spares and Consultancy Services
- AMS Marine specializes in servicing and repair of Marine Heat Exchangers handling all types of Plate, Shell & Tube and Block-Fin type coolers. AMS also offer Steelwork & Piping renewal, fabrication services, Spare Parts to the marine industry across the globe

Industry:

Marine Industry

Solution Recommended:

NetSuite Wholesale/Distribution Edition with Advanced Projects functionalities

Results:

- Complex requirements with multiple work-flows & processes for PR-PO, PR-multiple PO, MR (Material Requisition) and Project Costing achieved through complex Scripting
- Tighter Control by NetSuite's seamless integration of Sales, Purchasing, CRM, Inventory/Resource movement mgmt, Accounting/Financials
- Real-time Visibility into Employee Resources deployed in multiple projects
- Faster Sales Cycle with more consistent customer experience due to built-in CRM

Challenges:

- Hairball of multiple applications created errors, delays, and inventory inaccuracies
- Staffing costs was extremely high as inefficiencies required additional project staff
- Needed upper Tier-2 ERP system functionality with minimal total cost of ownership

Solution:

- Integrated Financials, Projects, Inventory, Purchasing, Stores, CRM in one single integrated system
- Ability for Customer's in-house Administrator to self-customize after go-live making new changes and accommodate new business process changes easily without much cost