
Customer Case Study

Company Name:

D-Ron Singapore Pte Ltd



www.d-ron.com

- Since its founding in 2004, D-Ron Singapore is a leading provider of best-in-class solutions for Customer's businesses and surveillance infrastructure providing wide-range of products and services which includes IP surveillance cameras, networking solutions, storage requirements and video management software

Industry:

Distribution/Wholesale & Services

Solution Recommended:

Wholesale/Distribution Mid-Market Edition Integrated ERP/CRM/e-Commerce NetSuite

Results:

- Integrated CRM and ERP meant improvement in Finance areas like Invoicing
- Cloud solution meant access for employees from Malaysia Office and out in the field
- Decreased monthly inventory on hand by close to 10%
- Cut time needed to update new price-lists from close to half-an-hour to close to 15 min

Challenges:

- Large and premium partner of Singtel & Axis/Milestone for Security Products Distribution in Singapore & Malaysia wanted to improve profitability and know real cost margins
- Replaced multiple disparate systems for CRM for Quotations & Costing preparation excel templates, sales order, Inventory management & Accounting/Finance
- Fragmented Excel based systems with the Sales team forced company to set prices manually, facing version control problems in managing the multi-tiered discount structures
- D-Ron had specific Discount Structures for each of their Principals (Suppliers) with unique individual process for each combined with complex Discount structures on Customer-Side as well with combination of B2B, B2C dealing in different Currency Pricing
- Lack of proper integrated CRM for Quotations and ERP meant lost orders to competition

Solution:

- Replaced the disparate with Integrated ERP, CRM, and Ecommerce Suite with Advanced Inventory features to manage Landed Costing, Serialized Inventory and Bar-coding
- Integrated the sales quotation with real-time visibility into Inventory and Profitability levels

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