



ULTIMATE GUIDE TO
ERP IMPLEMENTATION IN SERVICE INDUSTRY

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The world of services

The services sector consists of industries that have a substantial intangible component in their offering to customers. Prominent service industries include banking & financial services industry (BFSI), software services, hospitality, educational services, travel & tour operators, and a host of other services.

The services sector constitutes a bigger part of economy, than the secondary (manufacturing) and primary (agriculture) sectors in many large developed economies, such as United States. Services sector account for around 80% of US Gross Domestic Product (GDP) currently. Services account for around 57% of Indian GDP.

Services industries have some very unique needs that are not there in manufacturing or other sectors. Differentiation element is not often as strong in services as in many product industries. Therefore quality of customer service is often the most important source of differentiation & competitive advantage in this sector. Better the customer service delivered by a service company, higher is the customer satisfaction. And higher the customer satisfaction level attained, stronger is the competitive advantage of the business.

Currently, many service businesses use general ERP software that have been designed without keeping in mind the unique needs of these businesses. Due to the strong growth that India and many other large developing economies are likely to see in the services sector, Direction Software LLP felt the need of coming out with an ERP solution uniquely tailored for service businesses.

Employees or the People element plays a more important role in service businesses than in manufacturing or other businesses. It is employees who interact with customers and deliver services to them. ERP software for services business, such as the one from Direction, should help employees of service companies in delivering better service to customers. Employees should be able to easily optimize resource utilization. They should be able to effectively respond to customer queries through this software. An important part of service delivery is the ability to respond to customer queries in real time or as fast as possible. The perfect ERP software for services is one that can help employees respond to customer queries in minimum possible time by generating meaningful information.



The need for ERP for the service sector

Why has Direction Software LLP come with an ERP solution tailored for the service sector?

Direction Software LLP has designed Enterprise Resource Planning (ERP) software, especially catering to the needs of services businesses. This ERP software is built on the Microsoft Dynamics NAV ERP platform. The experts & consultants of Direction have customized the features of Microsoft Dynamics NAV to meet the specific ERP requirements of services businesses.

This ERP software has been designed keeping in mind the needs of customers of service companies. This software will help your services business in improving customer satisfaction substantially. It can help you in improving the quality of customer service and the speed of service delivery. Three of the most important determinants of customer satisfaction in services sector are quality of service, speed of service delivery and price of service for the customer. The ERP software from Dynamics helps in controlling performance on all of these three determinants of customer satisfaction.

This ERP software from Direction will accelerate every step of the value chain of your business by integrating the key value-creating activities. Acceleration of key value chain activities will enable your business deliver better quality of service in shorter delivery time.

The integration offered by this ERP software will help your services business in planning and managing its resources more efficiently and effectively. Efficient and effective management of resources will help your service business in controlling costs while improving the quality of service.

The cost element is very important in the services sector.

A large component of competition is based on the cost factor. The company that is able to deliver services at the lowest prices possible often gets advantage over competitors. In order to profitably and sustainably deliver services at the lowest prices, the cost of production and delivery should also be lowest. This ERP software will help your business in achieving lower costs by enabling more efficient and effective utilization of resources.

This ERP software will improve the efficiency and effectiveness of resource utilization by giving your business a better visibility over resources. It can do costing, budgeting and profitability reporting for your business. This helps the management in ascertaining the true cost of operations.

The billing management feature does complex billing transactions in an easy and smooth manner. This ERP software improves collaboration across your organization. Improved collaboration in the organization has a positive impact both on quality of customer service delivered and the time in which this service is delivered. Its business intelligence feature identifies the key performance metrics of your business and then reports them.

Services businesses need to achieve certain level of standardization in the quality of service that they deliver. Without some degree of standardization in quality, customer satisfaction level cannot be sustained. The ERP software from Direction helps service businesses achieve standardization in service quality by collecting, analyzing and reporting data & information related to quality of service.



Integration of flow of key resources through this ERP software also helps in achieving quality standardization on a continuous basis. This integration in flow of key resources is achieved by this software through collection of data & information at every step of service production & delivery chain. This data and information is analyzed in real time by this software. The analytical capabilities of this software are best-in-class. The information generated from data analysis can then be disseminated in real time across the service delivery chain through this software.

This ERP software has been designed in such a way that it can meet the enterprise resource planning needs of most service businesses. The experts of Direction Software can further tailor this ERP software to meet the very specific needs of your business.

This ERP software can help your business in delivering better quality of service at lower costs. It can help it in delivering excellent quality of service on a sustainable basis. By enabling better utilization of key resources, it can give a boost to your efficiency. All these factors, in turn, can result in your business creating more wealth for its owners and shareholders. It will not be an exaggeration to claim that this ERP software can play an important role in strengthening the competitive advantage of your services business.

Microsoft Dynamics NAV

Features and key benefits of using ERP software based on Microsoft Dynamics NAV

Direction has used the Microsoft Dynamics NAV ERP solution for its ERP software because Microsoft NAV is the best ERP solutions platform that is available right now in the market. This ERP platform has been designed keeping in mind the specific needs of small and medium enterprises (SMEs). SMEs are the backbone of most large economies today because of the goods and services that they supply and employment that they generate.

Microsoft Dynamics NAV helps SMEs get better control over their financial performance. It also helps them have better control over supply chain, manufacturing and operations. Better control over supply chain and operations means higher efficiency and effectiveness in performance. Microsoft Dynamics therefore results in significant impact on the ability of an SME to create value for its customers, shareholders and other stakeholders.

By better integrating the information flow across the value chain, Microsoft Dynamics NAV helps SMEs in becoming more agile in their response. This agility in response helps them in becoming more competitive against larger competitors.

Microsoft Dynamics NAV integrates the business applications, data, documents and devices to create an ERP solution that can give a very strong competitive advantage to your business.

Microsoft Dynamics NAV is a multidimensional ERP. Its financial management and accounting aspect helps your business in managing its cash, assets and banking. The supply chain management, manufacturing & operations aspect of Microsoft NAV enable your business to track and manage production, inventory, vendors and orders.



The Marketing, Sales and Service aspect of Microsoft Dynamics enables your business to manage marketing campaigns, sales opportunities, contacts and service contracts.

The project management aspect of this ERP platform enables your business to create project estimates, track project activities and manage capacity.

The business intelligence and reporting aspect of this ERP is a very important one. It enables your business gain insights by analyzing large amount of business data and information in real time. The insights gained from this analysis can be used for making more informed business decisions.

The multi-currency aspect of this ERP enables your business to manage a multi-currency environment where transactions are done in many different currencies. This aspect is very useful for multinational businesses.

Key benefits of Microsoft Dynamics NAV

Microsoft Dynamics NAV is very useful for small and medium enterprise (SME) businesses. It can help improve business performance by enabling efficient & effective resource utilization. It can help the management make more informed business decisions by generating meaningful information from data generated from key business activities. It can help your business improve quality of its service and create more satisfied customers.

Another advantage of Microsoft Dynamics NAV is that it is very easy to use. It looks and operates like Microsoft Word applications. You can also access this ERP software through Microsoft based cloud solutions.

You can choose from the aspects of Microsoft Dynamics NAV, described above, as per your business needs. The price that you need to pay will depend on the aspects that you have chosen for your Microsoft Dynamics NAV. The price that you pay also depends on the number of users from your business that are going to access this ERP software. You can also make an upfront purchase of this ERP solution or you can buy it on monthly subscription basis.



The Direction Advantage

Direction Software LLP is one of the first partners of Microsoft Dynamics in India. Direction's teams of expert consultants have their competency in building solutions specific to the business needs of your organization, on the Microsoft Dynamics NAV platform. Few other software companies understand Microsoft Dynamics better than Direction.

Direction now has experience of over a decade in customizing and implementing Microsoft Dynamics solutions for businesses. Its success in delivering Microsoft Dynamics based solutions is reflected from the fact that it has been given the best Regional Microsoft Dynamics Partner Award from Microsoft. It has also been classified as Microsoft Gold certified Partner by Microsoft.

Direction has, in its team, more than 25 Microsoft Dynamics NAV professionals. It actually has one of the highest Certified Microsoft Dynamics Resource Base in India. It has implemented more than 35 Microsoft Dynamics based solutions in India, United States, Nigeria, Fiji, Mauritius and Sri Lanka.

Some of the major companies for which Direction has implemented Microsoft Dynamics based solutions are Otto Versand, Bon prix, Barclays Bank Plc, Indiabulls, Newport News Inc, Sodexo etc.



Why ERP for services companies?

- Service companies have some very unique needs.
- The ERP software from Direction has been especially designed for service companies.
- It can help in achieving better quality of service and shorter service delivery time.
- It can help in achieving better control over financial performance, supply chain performance and operational performance of the business.
- It can help in achieving better cost control.

Why Microsoft Dynamics NAV?

- The best ERP platform available in the market.
- It is multifaceted ERP software. Its main components are financial management, supply chain management, marketing sales & service, project management, and business intelligence & reporting.
- Very easy to use for users because of its similarity with Microsoft Word software.

Why Direction?

- Direction is simply the best when it comes to solutions based on Microsoft Dynamics.
- Direction employs the most competent team of experts and consultants.
- Direction has experience of over a decade in designing and implementing Microsoft Dynamics NAV based solutions.
- Very high customer satisfaction rate with many Fortune 500 companies among its loyal clients.



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