

Big Gains for BigStreet

Client Profile

Client: One of the largest Entertainment & Media houses

Background:

- Client is a part of the highly reputed Reliance Anil Dhirubhai Ambani Group
- Client has an Out-Of-Home (OOH) business and manages about 30,000 assets in the form of hoardings, advertising banners, etc.
- Locations: 35+
- Total no. of employees: 300+
- Plum ERP users: 130+
- No. of years used: Nearly 4

"The flexibility offered by the PlumERP solution has helped us in easily integrating our essential assets-related information for easy access by our sales teams.

Quick and real-time access to information is the key to customer satisfaction in our line of business. With PlumERP, we could achieve that."

*Business Head
Reliance BigStreet*

Business Challenge

Client has a large asset base in the form of hoardings, advertising banners and the likes with over 30,000 such assets. The company was using a manual process of recording sales, depreciation and returns on these assets using excel spreadsheets. Manual processing and management of the large number of assets spread over 35 locations became cumbersome and also caused a variety of productivity and efficiency related issues.

As all data related to the company assets was stored on excel spreadsheets manually, retrieving any data at any given point of time was extremely challenging and time consuming. In order to run the business efficiently, the management sought for an integrated and an automated ERP system that would help in recording all assets-related data at one place for easy access and retrieval. The management strongly felt the need for a flexible ERP system that will streamline the process of management of company's assets and ensure zero time delays.

Solution:

After evaluating several ERP systems, the client chose to implement Plumsoft's cloud ERP solution – PlumERP. Client implemented Asset Management, Finance and Sales modules of PlumERP, which were all tailored to meet the unique needs specific to the client's line of business.

The PlumERP solution provided comprehensive functionality to client's business by ensuring flexibility in dealing with everyday business processes. The anytime, anywhere access of crucial data further helped in enhancing business efficiency and productivity.

Results:

PlumERP was tailored to the unique needs of the Out-Of-Home Entertainment Industry in order to suit the specific requirements of the client. With full customization of the ERP system, PlumERP was able to deliver flexibility to the client for streamlining its business processes and thereby acting as an important element in helping client's business grow.

- With successful implementation of PlumERP, sales teams of client had access to real-time information on current and future availability of company's advertising assets, which helped them serve their customers better. This resulted in customer satisfaction.
- PlumERP enhanced business efficiency remarkably and thereby helped in increasing business revenue.

For more information:

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