

# Dynamic Solution for Dynamic Market

## Client Profile

**Client:** Largest manufacturer of Rockwool thermal insulation products in India

### Background:

- Client is reputed as the largest producer of Rockwool thermal insulation products all over the country
- Client has gained both national and international acclaim for its quality of products
- Locations: 15
- Total no. of employees: 300+
- Plum ERP users: 90
- No. of years used: Nearly 7

*“Our business needed an ERP solution that is flexible. We cater to a diverse market and we have to meet ever-changing demands of our customers on an ongoing basis. With PlumERP, we were able analyze the market trends and provide adapt effectively.”*

- Chaitanya Badruka  
Minwool Rockfibers Ltd.

## Business Challenge

Client operates in a dynamic market characterized with ever changing trends and demands. The company had various ad-hoc requirements to meet these demands and hence needed an automated ERP solution that would track the market trends on real-time and provides quick information across various domains.

The company was using an enterprise application for recording sales, procurements and returns on their products. The application, however, turned out to be incapable of handling the client's ad-hoc requirements.

The management was on a look-out for a flexible ERP solution that will help in meeting the challenges of the dynamic environment. Streamlining the business processes and ensuring accurate and real-time data was the need of the hour.

## Solution:

Plumsoft provided this client with a very flexible ERP solution that had a positive impact on the organization. The technical expertise offered by the solution provided the client organization with an edge. Modules such as Financial Management, Marketing Management, Purchase Management, Production and Branch Operations were implemented.

## Results:

PlumERP gave the flexibility advantage to the client organization. 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 demands. This helped them better handle their inventory and procurement needs.
- PlumERP enhanced business efficiency remarkably and thereby helped in increasing business revenue.

### For more information:

Email: [info@plumsoft.com](mailto:info@plumsoft.com)  
<http://www.plumsoft.com>

### Hyderabad, India

Sujayas Plum Towers,  
4<sup>th</sup> floor, Survey No.198, JPN Nagar Marg,  
Miyapur, Hyderabad -500049, TS, INDIA  
Phone: +91 988 543 1698

### Bridgewater, NJ, USA

991, US Highway 22 W  
Suite 200, Bridgewater  
NJ - 08807, USA  
Phone: +1 732 801 9344