



Microsoft Dynamics Customer Solution Case Study



Customer: U-Turn Housing Private Limited

Web Site: <http://www.u-turnhousing.com>

Customer Size: 100

Country or Region: India

Industry: Real Estate

Partner: iiHaa Solutions India Pvt. Ltd.

Customer Profile

U-Turn is the brain child of Nikhil Tripathi, Managing Director of the company who heads the keenest brains in construction and real estate development.

Software and Services

- Products
 - Microsoft Windows Server 2003 Standard Edition
 - Microsoft Dynamics NAV 4.0

Hardware

- IBM xSeries 245, 3.06 GHz, 1 GB RAM, 80 GB Hard Disk
- Pentium 128 - 256 MB, 40 GB Hard Disk

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www.microsoft.com/india/customerevidence

Business Management Solution Increases Flexibility and Lowers Costs for U-Turn

“In the old system, it was difficult to get the information we needed to manage our business. With the implementation of the new solution, we get a clear view of the business activities and can easily access the information required to make the best possible management decisions.”

Nikhil Tripathi, Managing Director, U-Turn Housing Private Limited

U-Turn has created a place for itself in the construction and real estate industry in India. The company was using an old financial system, which became insufficient as the business grew. It required a business solution that would integrate information to streamline its entire operations thereby resulting in optimum business productivity. With the help of Microsoft Certified Partner iiHaa Solutions India Pvt. Ltd. U-Turn implemented a Microsoft Dynamics NAV solution.

Business Needs

U-Turn is a recognized entrant in the area of real estate in India, particularly in North India, where it has launched a new-age township in Jaipur. On the anvil are projects in Delhi, Noida, Gurgaon, Bharatpur, Vrindavan, Mumbai, Mohali and Kufri. The company also proposes to launch an IT Park in Manesar, Gurgaon shortly, besides establishing its presence in various parts of the country. U-Turn homes set a perfect blend of architectural marvels tastefully done with comfort of a cozy home. The

company's projects cater not only to the middle classes but also the high net individuals and NRI families.

U-Turn Housing was formed in 2005 and is been involved in property development in Rajasthan, Haryana and New Delhi.

Prior to implementing Microsoft Dynamics NAV, U-Turn was using Tally as its accounting solution. However, the increased pace of businesses and a competitive market scenario required U-Turn to implement an



efficient financial process. Inventory management was carried out using Microsoft Excel spreadsheets along with separate systems for sales, project planning, and purchase processes. This infrastructure, however, was creating islands of information and lack of efficiency in making business decisions.

Relying on too many applications was a concern for U-Turn and switching over different applications was a tedious task. U-Turn wanted real time and an integrated application and hence chose Microsoft Dynamics NAV for its ease of use.

Solution

U-Turn carried out an extensive review of the various business management solutions available and decided that Microsoft Dynamics NAV 4.0 was the best environment on which to develop its solution. U-Turn partnered with iiHaa Solutions India Pvt. Ltd., a Microsoft Certified Partner, to customize and implement Microsoft Dynamics NAV 4.0.

It decided to implement Microsoft Dynamics NAV 4.0, as it ensured integration of data within the organization in a simpler and more efficient manner. It brought transparency and streamlined business processes.

“We found that Microsoft Dynamics NAV 4.0 business management software was the best fit for our business because of its user-friendly environment and product flexibility,” says Nikil Tripathi. “Another reason to choose Microsoft Dynamics NAV 4.0 was that it is based on the Windows operating system and thus provides a familiar working environment for our employees.”

With the help of iiHaa Solutions, the U-Turn team transferred all business critical information from the old system to the new

one. “We had to guarantee the recording of all the accounting and commercial information from the old system,” says Paramjit Singh. “This process required considerable preparation but was made easier by the integration functionality of the solution.”

Due to the ease of customization and flexibility, Microsoft Dynamics NAV 4.0 was implemented in a two-month time frame. This included 15 days for functional requirement gathering, 15 for development, 20 for training, and 10 days for support to go live.

Benefits

U-Turn identified a range of benefits with the implementation of Microsoft Dynamics NAV 4.0.

Availability of Real-time Financial Information

Microsoft Dynamics NAV 4.0 solution has helped U-Turn improve the efficiency of the existing accounting system. Due to the user-friendly nature of the product, the finance department at U-Turn is able to get a complete overview of the financial information within the company. This provides the managers a greater insight into the business processes, which helps them to make the right decisions. It has also enabled the department to close the books on time every month and add more value to the business.

Consolidated Data Helps in Effective Decision Making

By implementing Microsoft Dynamics NAV 4.0, U-Turn managers have an up-to-date view of information across the organization. Managers are able to view accurate financial data in real time. This information is consolidated into the centralized Microsoft Dynamics NAV system, which makes it easy

to access data, analyze business performance, and help ensure optimum operational efficiency.

Managers can make better-informed business decisions based on current, accurate management information. Administrative and management processes are now centralized, and they make use of consistent business data that is available in real time. “Microsoft Dynamics NAV 4.0 gives a complete view of the business, from the big picture to minute details, at any time of day or night, to support efficient processes and rapid and accurate decision making,” says Pramjit Singh, IT Manager, U-Turn.

Significant Cost Savings

One key requirement from the new solution was the ability to implement a system that would not prove to be excessively expensive. Using Microsoft Dynamics NAV 4.0, U-Turn has achieved this goal. The company realized immediate cost savings after the completion of the implementation. The user-friendliness and low maintenance overhead of the system has significantly reduced the cost of ownership, compared to the previous system.

The system has also saved costs by increasing efficiencies across the business. “After the implementation of the new solution, we are managing just one integrated system, thus saving time and expense,” says Nikil Tripathi.

Improved Reporting

Microsoft Dynamics NAV 4.0 provides U-Turn with improved reporting features, which help in producing customized reports. Managers have access to real-time information, which helps them in better decision-making thereby effectively reducing costs, and inefficiencies.