

MLA GROUP

Enhancing Profitability | Customer Centricity | Competitive Edge with Microsoft Dynamics 365

Business Overview

MLA Group is India's largest manufacturer of Metallic Stearates and related materials. With applications in a wide set of industries - Pharmaceuticals, Petrochemicals, Ceramics, PVC Pipes & Fittings, Rubber, Detergent, Cosmetics, Pesticides, Paints, and more - the group dominates the Indian market and exports its products to over 40 countries.

Legacy systems that worked for the business several years ago were failing as the business scaled. These disparate, non-integrated systems had provided a level of automation at the time of their adoption but were no match for the present-day modern businesses.

The inability to account for frequent raw material price changes meant that the business did not have an accurate product costing at the time of processing customer orders. This limited its ability to effectively negotiate with customers and implement essential cost-management strategies in response to fluctuating raw material prices. This visibility gap would not only erode their competitive edge but also risk customer retention and overall financial stability.

Given the nature of the products, customers require a Customized Customer Bill of Materials (BOM) to accommodate their distinct product specifications. This necessitated labor-intensive manual adjustments to the BOM for every order, resulting in inefficiencies and complicating raw materials planning. This resulted in delays and an increase in operational costs.

This industry requires stringent quality control measures. The reliance on manual processes for managing quality parameters and documentation tasks would mean potential errors, inconsistencies, and delays in maintaining and documenting quality control measures.

Alletec studied the business challenges and needs of MLA Group. A solution architecture was planned. Microsoft Business Applications suite - comprising Dynamics 365 and Power Platform - was chosen as the base for various digital transformation initiatives.

Benefits

- Improved product quality, better customer satisfaction, and regulatory adherence
- Elevated Sales team motivation with automated commission calculation
- Streamlined export processes, reducing manual workload and ensuring compliance
- Enhanced inventory management, accuracy, and cost-efficiency
- Optimized manufacturing processes, leading to increased operational efficiencies and customer efficiency



The Implementation Impact

Dynamics 365 Business Central solution was tailored to meet the unique needs of MLA Group. An integrated cost sheet within the sales order process provided clear insights into product costs and facilitated adaptable BOM adjustments, thereby optimizing product costs.

A customized Customer Bill of Material upon order placement was implemented. This enabled order tracking at the BOM level. Firm-planned orders were generated for these BOMs, facilitating precise raw material procurement based on these firm orders.

An automated quality add-on was introduced to streamline the capturing, monitoring, and documentation of quality parameters. This significantly elevated quality assurance and regulatory compliance. It ensures standardized management of quality parameters, mitigates the risk of errors and facilitates seamless auditing and reporting. This further results in better product quality, customer satisfaction, and regulatory adherence.

The Dynamics 365 solutions have also brought in several other benefits to the organization. For instance, automated calculation of salesperson commissions, resulting in the elevation of sales team motivation levels. Business Central's digital export documentation capabilities have streamlined and accelerated the export process, reduced manual workload, minimized errors, and ensured compliance with export regulations, resulting in seamless cross-border transactions.

Dynamics 365 Business Central's inventory management tools now facilitate accurate real-time tracking of inventory valuations. This enhances inventory management accuracy, enables informed reorder decisions, and ensures optimal stock levels, boosting cost-efficiency and reducing stockouts.

The production tracking capabilities of D365 Business Central help optimize manufacturing processes by providing real-time visibility into production stages. This lead to improved production planning, enhanced resource allocation, and timely order fulfillment. All these contribute to increased operational efficiencies and customer satisfaction.

“My overall experience has been fantastic, both with the product and the partner. The best part about Alletec being a partner was the focus on timelines. We are still connected with the team and they help us on a day-to-day basis.”

Abhishek Kanodia, Site Director MLA Group

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