

Case Study – Duro Metal Industries Sdn. Bhd.

Duro Metal Industries migrates to New Web Platform for High Value, Lower Cost.

Duro wanted to migrate from its old foxpro based accounting system to a more sophisticated, web based platform to integrate all its business operations and manage their business in a better way making informed decisions. We have redeveloped the system using our base SandERP system to lower costs and boost business management. Duro expects to save up to 40 percent annually in IT costs and develop stronger customer connections with a web environment that can flex to meet future needs.

The Client

Duro Metal Industrial (M) Sdn Bhd, an MS ISO 9001:2000 accredited Company, is a wholly owned subsidiary of SMPC Corporation Berhad. We specialize on the roll forming of metal roofing and structural products, meant specially for the industrial building and construction industry. All products are manufactured to international standards, such as, ASTM, AS and BS.

The Challenge | Business Needs

For the last 10 years Duro has been using a foxpro based accounting system and as business grows the system was not scalable, flexible and not customizable. Reporting is a nightmare for the company's accounting staff as it was taking several hours for them to produce reports to top-management and to company auditors. The system had control of stock management, production planning and BOM's. Duro had three major critical business needs:

1. Integrated, scalable, customizable Enterprise wide ERP system that allows them to manage all process of their business including Sales, Inventory, Manufacturing, Accounting and CRM.
2. Easy to use, customizable, advanced Reporting System.
3. Migration of the entire legacy data to new system

The Solution

This being our first large implementation, all of us (from top-management to developers) were both excited and the same time nervous while signing the deal. We did the following to provide Duro with a integrated, robust system.

Implementing the System

1. Careful initial system study of their existing business process and how software is being used and the levels.
2. As we already had our in-house base ERP system, SandERP, we made comparisons as to what we had and what is required to develop and enhance in our base system
3. The Accounting, Manufacturing systems was enhanced.
4. Advanced reporting system has been put in place and several complex reports were developed. The entire sale-plan-procure-manufacture-inventory-deliver process has been done both in Graphical and plain report formats.
5. Advanced CRM system has also been integrated to the system. This enabled the Sales team to have better information and top-management on the entire customer life-cycle process.

Legacy Data Migration

This has become the toughest job for us.

1. Complete understanding of the legacy data's data structure.
2. Bringing the legacy data to our structured data-template engine
3. A combination of automated and manual processes were followed to complete the task. Automated routines we developed to read and write data into the new system.

The BottomLine | Benefits

Lower development & Maintenance costs
Homogeneous Infrastructure
Platform for Growth



<http://www.Duro.com.my>

Kuala Lumpur, Malaysia

Implementation started on 6th October, 2008

Organization Profile

Duro Metal Industries, a subsidiary of SMPC Corp, posted annual sales of MYR 600 Million (USD \$200 Million). Headquartered in Kuala Lumpur, Malaysia, the company manufactures metal roofing and structural products which are marketed across all Asia countries.

Vertical Industries

Manufacturing

Country / Region

Malaysia / ASIA

Technology Used

PHP, MySQL, AJAX, XSLT, SMARTY

Major Achievement

- * Finely tuned contents and presentation.
- * Administrator Panel to manage content on each page.
- * Site Optimization to scale to a large number of hits/visits and handling loads of data.

Client Experiences

"Sand has shared our vision in creating the best solution for my dream project. We have grown to 50K hits in just a month after launching our site, thanks for the timely response from Sand and making the application such scalable. Working with the team has been like an extended team without the fear of losing the vision of the idea."



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