

## Nokia ME distributor

### FOCUS ERP AND SMS ON MULTI LOCATIONS

Dubai, UAE – June 2003 –Nokia ME distributor had a requirement to acquire an application which can meet the complex and pre defined procedures of Nokia for their support center which is equipped to carry out Service Level A & B repairs and maintenance for the nokia mobile products.

#### THE CHALLENGES

“Corporate having operations in more than **70 locations** across KSA and expecting to implement a value added services for repairs of all types of Nokia Mobiles?”

“One of the recommended service centers outside **Europe** because of its quality services and higher standards, looking for a software project to run successfully for its Service Repairs Process kingdom wide?”

“When a customer submits his mobile for repair at one location (ex: Riyadh) and asking his delivery at another location (ex: Jeddah) and at every stage the customer wants to see his mobile repair status online thru web and Dial 800 Service?”

“What! if a customer submit his mobile for repairs at Riyadh and got rejected (not repairable) try to submit the same mobile at Jeddah....will the system stop the receptionist for not to proceed with job card in Jeddah?”

“More than 2 million IMEI (Serial Number of Mobiles) have to be maintain with all the details of sales, customers and warranty which shall be easily available at all the 70 locations?”

“Complete suite of Financial, Inventory & warehousing, Sales & Distribution, HRMS implementation along with Customized **SMS** (service maintenance system) development and integration”

Mashail's multidisciplinary team, working in various locations across Kingdom of Saudi Arabia, the firm's technology infrastructure and training initiatives had not kept peach with industry standards and did not satisfy the increased need for proper information exchange between locations. Professionals in each office / outlet not only produced documents to different standard, but they also varied in their ability to use different system. The lack of integrated application and timely availability of data let to operational problems and lost overhead.

#### THE SOLUTION:

The strong challenge to accept! How to Start, Plan, Organize and Execute the Project to achieve the above goals and overcome the difficulties of various departments, users, operations? Focus Team evaluated Mashail workflow processes and major difficulties. “We decided on integrated solution that would give all users access to complete system. And agreed following the criteria against which the project (Focus and Maintenance Program) can be rated include:

- The degree to which the program met its objectives
- The business challenge/organizational need for the program
- The degree to which a team approach was used to develop and implement the program
- The ease of replication of the program in other than Nokia Services such as Siemens and Motorola
- The ROI (Return On Investment) of the program
- The degree to which the program was innovative, creative or unique
- The degree to which the results of the program could be quantified or measured
- The degree to which the program was linked to organizational goals
- The degree to which the program had a defined method or process

Time was running out. We had to start the project soon, but we had not been trained on the Electronic Service Work Flow. We had almost no time for studying the Entire Process of Nokia for Repairs so we have to be very careful while we are designing the work flow and prototype of the project as we need to have proper study of electronic industry repair services!

This was our first shot at the project; we were new to such kind of project at that time and were asked to spearhead the project into various Milestone. After reviewing a long list of "issues" about the previous project failure at Mashail (Executed by other reputed vendors) - we had several goals in mind. To be set up for success, learn from those that went before us, take required input, make realistic process design, define a minimum time frame to complete the setup, more concentration on deployment and execution of project, properly train all users on new software because the reports are only good if the input is good, and when the project is done, have valuable feedback for the recipients.

After the installation of Focus, we started our training at the client place involving all the technicians and supervisors, we set up sample Data, worked through them, after the complete revision we ask the users to design their own questions, so we used the sample data to design the look and feel of the real projects and test them. That went well, the questions were relevant, the scales were appropriate, and the test run was successful. We knew the next step was to enter the real data. We start using the real data at Main Service Centre and two Service Points...after having good success we moved further with all other locations.

We consider the project a success. Several weeks after the project ended we held a de-briefing meeting to talk about the process, the successes, any issues we had, and how we can make the project more successful for Main Nokia Repair Center in Saudi Arabia. On a more personal note, we are absolutely sure that this project was successful largely due to our Team efforts.

#### **THE RESULT:**

Focus6 RT ERP and SMS (Service Maintenance Module) has been successfully deployed and implemented in various locations of Mashail Al Khaleej in the Kingdom of Saudi Arabia with integration, automatic data replication, centralized querying and tracking system, simplified communication between locations, less paper work and improved reporting.

Until the ERP suite implementation, Mashail's sales outlets and service centers were supported by various point solutions, including order entry, accounting and inventory management. For example, Financial were done on One System; order entry and Inventory management on another system and service repair fulfillment and management on locally developed system. Thanks to the flexibility, scalability, and easy to integrate feature of Focus which helps the entire organization to use "ONE CENTRALIZED APPLICATION" for all their needs!

The Modules implemented at Mashail al Khaleej are : (a) Focus General Ledger, (b) Focus Accounts Receivables and Payables (c) Focus Cash Management (d) Focus Fixed Assets Management (e) Focus Sales and Distribution (f) Focus POS (g) Focus Inventory and Warehousing (h) Focus HRMS and (i) Focus SMS.