



## Microsoft Dynamics Customer Solution Case Study



### Solution Overview

**Country:** Singapore

**Industry:** Paper Packaging

### Customer Profile

Established in 1987, Hi-Rise Paper Products (Pte) Ltd (Hi-Rise) specialises in providing packaging solutions to technology-related and food and beverage industries. Headquartered in Singapore, Hi-Rise Paper employs more than 50 staff, with a regional presence in Indonesia and China.

### Business Situation

Hi-Rise wanted to improve inventory traceability and data accuracy. Raw materials requisition and production also needed to be streamlined to eliminate time-consuming manual processes.

### Solution

#### Microsoft Dynamics NAV

- Financial Management
- Supply Chain Management

#### ACCO Bizware Pte Ltd

- Customised Production & Quality Control function
- Customised Product Costing function

### Benefits

- Cut month-end closing by 5 to 6 days
- Reduce operational processes by 30%
- Enhance inventory traceability
- Streamline raw materials requisition
- Enhance quality control processes

### Users

11 users

## Hi-Rise Enhances Inventory Traceability and Cuts Operational Processes by 30% with Microsoft Dynamics

"Having accurate figures at our fingertips helps us better plan our raw materials requisition, inventory levels, production schedule and overall business processes more efficiently."

-- Winston Lu, Operations Director, Hi-Rise Paper Products (Pte) Ltd

Established in 1987, Hi-Rise Paper Products (Pte) Ltd is a pioneer in the packaging industry, providing end-to-end packaging services to hi-tech and electronics multinational corporations. One of the key challenges in the packaging industry is the short turnaround of orders, which usually averages 3 days. This, in addition to the blanket orders placed by big customers, has compelled Hi-Rise's management to enhance its back-end operations to ensure streamlined raw materials management, inventory levels, operation processes and financial reporting for more accurate budgeting and forecasting.

As the industry becomes more competitive, Hi-Rise knew that it needed a more streamlined back-end system moving forward. Without an integrated system, Hi-Rise found it time-consuming to track its inventory levels and product costing.

To improve traceability, Hi-Rise evaluated several ERP systems, looking for one that could meet its needs for enhanced traceability within its budget. Hi-Rise also wanted to reduce its manual paperwork, improve productivity and better manage its supply chain operations.

With Microsoft Dynamics, Hi-Rise has successfully streamlined its operational processes by 30% and reduced month-end closing by 5 to 6 days. Inventory traceability is enhanced and raw materials costing and requisition are also streamlined. With the help of Microsoft's Certified Partner, ACCO Bizware Pte Ltd, which customised the production, quality control, and product costing functionalities, Hi-Rise now enjoys increased accountability in its quality control processes and automatic calculation of costing.





"At Hi-Rise, we want to be able to deliver not just good service, but to enhance customer satisfaction with value-added services backed by a streamlined and effective back-end system. We want to ensure total customer satisfaction at the end of the day."

Lu Meng  
Managing Director  
Hi-Rise Paper Products (Pte) Ltd

### Situation

A pioneer in the packaging industry, Hi-Rise counts major hi-tech multinationals amongst its customers. Employing approximately 50 staff across its operations spanning Singapore, Batam, Indonesia and Shanghai and Suzhou in China, Hi-Rise specialises in providing end-to-end packaging solutions. These include the manufacturing of corrugated carton products, protective cushioning material and ESD Safe Packaging, which are complemented by value-added services such as packaging design, testing, offset printing, assembly, warehousing and just-in-time inventory distribution services.

One critical success factor in the packaging industry is the ability to turnaround orders quickly for both blanket and ad-hoc orders. This entails an efficient back-end system integrating all aspects of the business, including supply chain and financial management. To continue supporting its large multinational customers, Hi-Rise wanted to improve its production system and streamline its back-end operations. This will help to enhance their ability to provide the best service to customers, while staying at the forefront of technology. They also wanted to cut the time

taken to track inventory and generate customer quotes.

As the company expands into the region, with warehouse operations in Batam, Indonesia and Suzhou, China, a sales office in Shanghai and an upcoming presence in Tong Guan, China, its management decided it was time to look for an integrated ERP system that could provide them the fast traceability and in-depth visibility they were looking for.

### Solution

Hi-Rise evaluated several available solutions in the industry before deciding on Microsoft Dynamics NAV.

"The solution we need has to meet our key criterion of traceability. The system needs to be integrated to ensure data accuracy across our back-end systems," said Winston Lu, Operations Director, Hi-Rise Paper Products (Pte) Ltd. The company was also looking for a cost-efficient solution that was suitable for a business of its size.

In addition, Hi-Rise also wanted to improve its quality control process to achieve "zero defects" in its production. Hi-Rise also needed to improve its ability in generating customer quotes with a computerised system.



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Winston Lu  
Operations Director  
Hi-Rise Paper Products (Pte) Ltd

The flexibility of the Microsoft Dynamics solution suite allows for the customisation of functionalities to meet Hi-Rise’s specific business needs. “With the help of ACCO Bizware, we were able to customise two key functionalities to meet our needs for streamlined quality control and product costing,” added Winston.

The implementation by ACCO Bizware Pte Ltd (ACCO), Microsoft’s Certified Partner, took 4 months. The system went live in November 2005.

#### Benefits

#### **Finance: Cut Month-End Closing By 5 to 6 days; Streamlined System Cut Access Time and Speed Up Document Creation**

With Microsoft Dynamics, Hi-Rise is able to cut its month-end closing from 10 days to 5 to 6 days. According to Winston, this enables more accurate budgeting and forecasting, which is key to their business.

Major customers often place blanket orders for a longer period of time, for example, across a year. Delivery of these orders will be taken throughout the year, based on customers’ needs. Hi-Rise would need to manage its production schedule and align it against the customers’ historical run rate to minimise delivery

turnaround, while maintaining optimal inventory levels.

“Having accurate figures at our fingertips helps us better plan our raw materials requisition, inventory levels, production schedule and overall business processes more efficiently,” explained Winston. With more accurate budgeting and forecasting, Hi-Rise’s management can make faster decisions. Easy access to accurate, real-time business information also enables more accurate responses to customer enquiries regarding sales order status and delivery schedules, which improves overall customer satisfaction.

With an integrated system, Hi-Rise’s management now enjoys more visibility and are able to self-serve their queries on business information from the same screen. The ability to drill-down financial reports to see more details also enhances management visibility.

Checking a sales order figure from the purchasing system used to take up to 30 seconds, as Hi-Rise’s staff needed to get out of the purchasing system, login to the sales and marketing module to check the figures, and return to the purchasing module where they were working.

“Now, with an integrated platform, viewing of new



“Microsoft Dynamics has certainly helped us better streamline our requisition planning, to enable just-in-time production, thus enabling us to speed up our turnaround to the customers.”

Winston Lu  
Operations Director  
Hi-Rise Paper Products (Pte) Ltd

packaging designs and sub-BOM information has been cut by almost 90%, taking only 2 to 3 seconds,” said Winston. The new system also enables Hi-Rise to improve efficiencies, as it now takes less time to create documentations such as sales quotation, sales order, purchase requisition etc.

**Operations: Streamline Operational Processes by 30%; Increase Inventory Traceability**

Servicing major clients with blanket orders require strict inventory traceability, as customers often practice just-in-time delivery. This means the need to know exactly the quantity that had been delivered against a delivery order and the quantity that was still in the warehouse.

According to Winston, without a streamlined supply chain system, information that needed to be communicated to production had to be sent manually. Without a fast tracking system, it was also time-consuming to trace the physical location of its inventory.

With Microsoft Dynamics, the system allows Hi-Rise’s operations staff to track partial deliveries and know how much of a customer’s orders are still in its inventory. With this information, they can now alert customers to place additional

orders when their blanket stock levels have gone below a certain minimal level.

“Microsoft Dynamics enables us to know the actual amount of stock we are still holding for the customer. This helps us better manage our fulfilment, while helping us optimise our stock levels and lower our inventory costs,” said Winston.

Microsoft Dynamics also has built-in security to ensure that figures that have been posted, cannot be modified in the future. This ensures Hi-Rise always provide the most updated and accurate data to customers.

**Operations: Streamline Raw Materials Requisition; Increase Speed of Quoting**

Previously, generating a quote meant the need to manually calculate product costing, which was very time-consuming. In order to better meet customers’ increasing requirements faster quotes, Hi-Rise needed a faster quoting system.

With the customised “Product Costing” functionality by ACCO, Hi-Rise is now able to key in customers’ specifications in terms of carton size, quantity etc. Using pre-determined ratios and settings, the system can now generate faster costing figures to support faster turnaround of customer quotes. In addition, the new functionality also automatically calculates the



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amount of raw materials Hi-Rise needs to purchase to fulfil customer orders. The functionality takes into account the amount of raw materials still in stock and also the amount that has been reserved for other sales orders.

“Microsoft Dynamics has certainly helped us better streamline our requisition planning to enable just-in-time production, thus enabling us to speed up our turnaround to the customers,” added Winston.

By equipping their staff with the right tools to be more productive in their work, Hi-Rise’s management also enabled their staff to focus on more value-added tasks, rather than being tied down to manual processes. “Office staff productivity has certainly improved. Our staff can now be dismissed earlier to spend more time with their families,” said Winston.

#### **Production: Enhance Quality Control Processes**

When it comes to product packaging, quality control is key, as any defects can potentially affect the contents in the packages. In line with its ISO certifications, Hi-Rise wanted to put in place stringent quality control processes that will help to uphold its “zero defect” commitment to customers.

With the customised “Production and Quality Control” functionality, integrated with Microsoft Dynamics, Hi-Rise’s quality control staff can now easily trace past quality and defect records with a few mouse-clicks, instead of searching through physical files. With the ease in monitoring daily QC reports, management now gains valuable insight into the daily work-in-progress status.

“Putting in place these new QC functionalities in Microsoft Dynamics, our production staff are now motivated to be more careful with their work. It has helped to reduce defects, cut re-work time and ensure more accurate delivery fulfilment. Customers also enjoy faster feedback on their enquiries,” said Winston.

#### **Enhancing Customer Satisfaction is Key to Success**

With the increasingly competitive market environment, Hi-Rise, like all other packaging suppliers, faces stiff competition.

To leapfrog the competition, Lu Meng, Managing Director, Hi-Rise Paper Products (Pte) Ltd has this to say, “At Hi-Rise, we want to be able to deliver not just good service, but to enhance customer satisfaction with value-added services

## About Microsoft Dynamics™

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialised services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

## For More Information

For more information on Microsoft Dynamics, visit [www.microsoft.com/asia/dynamics](http://www.microsoft.com/asia/dynamics) or email: [mbsasia@microsoft.com](mailto:mbsasia@microsoft.com)

For more information about ACCO Bizware Pte Ltd  
Call 6471 6106  
Visit <http://www.accobizware.com>

For more information about Hi-Rise Paper Products (Pte) Ltd, call 6265 4643  
Visit <http://www.hirisepaper.com>

backed by a streamlined and effective back-end system. At the end of the day, we want to ensure total customer satisfaction."

Hi-Rise sees its Microsoft Dynamics investment as a critical step towards achieving greater customer responsiveness to fast-changing customer demands.

"With Microsoft Dynamics, we are now better equipped to take on the marketplace, with an integrated system that helps us enhance customer responsiveness, streamline operational processes and most importantly, maximise management visibility and traceability," concluded Winston.

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## Software and Services

### Products:

- Microsoft Dynamics™ NAV
- Windows 98, 2000, XP
- Microsoft® Office 2000

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