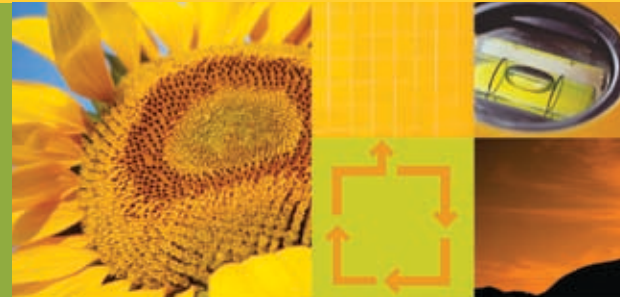




Nagarjuna Agrichem Limited

Sun, soil, rain, fertilizer and smart communication.

Nagarjuna Agrichem Limited, was at an exciting phase of their growth. Manufacturers of plant nutrition and crop protection products, they planned to move their fences, to cover larger geographies and enter the global market. Communication was considered key to the plan. The Lotus portfolio of collaborative solutions integrated and enhanced the people interaction, maximising their effectiveness and driving the expansion.



Client profile

Nagarjuna Agrichem Limited (NACL) has 905 employees, spread over 19 states across India in 3 manufacturing plants and warehousing facilities along with 32 sales & marketing offices. All these assets have been built since 1994.

The products cover a comprehensive range of pesticide technicals, formulations and custom manufactured fine chemicals. The turnover is approximately US\$ 81 million.

Task

NACL wanted to enter the export market as soon as possible. The requirement was for a business strategy and IT infrastructure that supported existing business and the planned expansion. Nagarjuna Agrichem had to set up the requisite IT infrastructure by creating online ERP to take care of inventory, sales, accounting, production, etc. It also felt the need for a higher degree of collaboration within the organization.

Solution

The need was for a collaborative tool, to first break the ice and create a bridge of communication between widespread users. The plan initiated basic e-mail services via Intranet.

The system then scaled up to provide instant messaging, electronic virtual meetings and Web access to e-mail boxes, ensuring that key users were in daily touch.

After evaluating the Microsoft solution, NACL opted for the Lotus portfolio of collaborative solutions. The choice was made primarily for the power of the collaborative environment it could provide. Ease of integration with ERP systems like SAP was also a factor in its favour. Various solutions like Notes Mail, Workplace, Web Mail and electronic and instant messaging were implemented.

Benefits

- Increased employee productivity.
- Reduced operational costs per employee by 10% over one year.
- Paperwork reduced by about 15 per cent (2005-'06 vis-à-vis 2002-'03).
- Improved information and communication flow within the company and outside it.
- About 20% reduction in time taken to fulfill all the processes that were automated.
- Enhanced relationship with distributors, partners and customers.
- Increased profitability.

“Post the Lotus implementation, operational costs per employee have come down by 10 per cent in a year.”

*Srinivas V
Chief Information & Technology Officer
Nagarjuna Agrichem Limited (NACL)*

