

Tirupur Exporters are on the Cloud

Written by Faiz Askari, Editor, Small Enterprise India.com
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In its bid to become a well equipped industry cluster for SMEs in the textile segment, Tirupur Exporter's Association [TEA] through a special purpose vehicle [SPV], G-Tech Info Solutions announced the adoption of a Wipro's next generation enterprise resource planning (ERP) solution for all manufacturing units in the cluster.

G-tech also have plans for future to roll-out this solution to other textile clusters across India. The cloud solution, based on Microsoft Dynamics ERP, is expected to enhance the productivity and efficiency of over 4000 SMEs in Tirupur by automating and simplifying processes across domains like manufacturing, logistic, financials, customer & vendor relationships, human resource and the supply chain.

While acknowledging the role and significance of technology in today's business, A Sakhivel from the Tirupur Exporter's Association informed about this development, by adding, "We understand the importance of technology adoption for the growth of business for the textile exporters and manufacturers in Tirupur. We have been partnering with Microsoft India through Project Vikas since 2007 to enhance the competitiveness of the manufacturers through IT adoption. The solution that Wipro will implement for us is built on Microsoft Dynamics, and is the next best step for us. It gives us the benefits of the next generation ERP solution at a cost effective price."

The Microsoft Dynamics ERP solution designed for businesses is an enterprise resource planning solution, with core strengths in manufacturing. Hosted Microsoft Dynamics ERP brings enterprise class solutions within easy and affordable access of SMEs and businesses at large. Microsoft Dynamics ERP also brings on board the looks and working similar to Microsoft software and this familiarity helps make it easier for individuals to learn and the business systems perform at the highest efficiency. It is also an easily adaptable and scalable business

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management solution which helps make businesses more agile. As more businesses work to align their operations to leverage the advantages of an economy on the upturn, Microsoft Dynamics ERP is a solution of choice.

Anand Ramakrishnan, General Manager, Cloud Computing Services, Wipro, said, “Wipro is delighted to be a part of this initiative by M/s G-Tech Info Solutions (Intl.) Pvt. Ltd. This win marks the ratification of our commitment to Tirupur, to the Textile industry and to the Indian SME segment at large. It also symbolizes a big step in Wipro’s effort of making available the best of Information Technology at affordable prices to all segments of the Industry through Cloud based services. Wipro believes that the power of SMEs lie in embracing IT successfully and TEA has taken the first and significant step in this journey.”

The Wipro solution built on the Microsoft Dynamics ERP platform shall be rendered in a Software-as-a-Service (SaaS) model from Wipro’s state-of-the-art Cloud infrastructure. Apart from addressing common organizational processes, this solution is designed to cater to the process nuances of the Textile industry. It is built with a vision of meeting requirements of all segments of the supply chain from manufacturers to traders to exporters. With a “per User per Month” pricing model, this offer lends itself to all sizes of constituent companies of this industry.

Rajiv Sodhi, Director, Online Business, Microsoft India added, “We are extremely proud to have been chosen as a partner for this solution for the Indian Textile Industry. This is a testimony to the trust that businesses have on the cloud based solutions from Microsoft. Our cloud offerings are not only effective and affordable, but also provide freedom of choice to businesses by giving them an option of hosting with a partner, by themselves or with Microsoft.

Going forward, we would work towards enhancing the adoption of our comprehensive cloud services like Office 365, CRM Online and Azure to drive cloud implementation amongst the SMEs to improve their productivity and competence”.

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Sanjay Kumar Gupta, CMD, G-Tech Info Solutions, said, “In today’s highly competitive business environment, SMEs are often not equipped with adequate technology due to non-affordability and/or non-availability of technology experts. At G-Tech, we are committed to facilitate sustained profitable growth for SMEs with innovative offerings. Our technological service model; ERP-as-a-Service offers integrated and managed solutions that will help SMEs in making their operations more efficient and profitable.”

The SME sector in India, with over 8 million SMEs, is one of the key growth drivers of the economy and contributes 40% share in industrial output and 45% in the overall exports from the country. There is strong empirical evidence that IT use by Indian businesses would lead to greater profitability and employment.