

## MS Dynamics NAV Customer

Singer India Limited

### HQ

A-26/4, 2nd Floor Mohan  
Cooperative Industrial Estate, New  
Delhi, India

### Website

<https://www.singerindia.net>

### Key Facts

148 Years in India  
Revenue \$65m & Retail Outlets 85  
Distribution Points 19,112  
Over 120 home Appliance Product  
Sewing Machine Unit Sales 762,000  
Home Appliance Sales 1,052,000

### Industry

FMDG, Retail & Distribution

### Solution

- Microsoft Dynamics NAV
  - 2013 R 2
  - 2016 (Upgraded)
- NAVOne Retail
- NAVCube BI

### About

**Prudence Technology** is a premium consulting firm and is Gold Partner of Oracle and Microsoft Solutions that cut across different industries through a consultative approach.

[www.prudencesoftech.com](http://www.prudencesoftech.com)

**Microsoft Dynamics NAV** provides the tools to simplify and streamline business processes across your entire organization to help you gain better control, increase your margins, and drive profitable growth.

**Keywords:** Retail, Supply Chain, Cash Flow, Commission, Warranty, Price List, Vendor Managements, Inventory Management, Barcode Integration, Warehouse Management, Discount Coupon, E-Commerce Integration, CRM, FMDG, Business Central, Owned Outlets, Mobile App, On Cloud, Primary Sales, CFA, Sales Forecasting, Secondary Sales, Campaign Management, Dynamics 365, Azure, On Cloud, GDPR, Microsoft Dynamics NAV, Microsoft Dynamics AX, Microsoft, Microsoft Dynamics Business Central, SAP, .Net, SharePoint, IoT, AI, ML

## MICROSOFT DYNAMICS NAV ENABLED SINGER INDIA TO EXTENDED SUPPLY CHAIN REACH



**Why Singer India chose Prudence:** Singer India deployed MS Dynamic NAV 2016 to expand their market reach and ensure accurate inventory level are maintained based on demand. Organization though focused from Fashion to Appliances, it looked to a product robust, scalable yet have integration capabilities.

With the help of Microsoft Dynamics NAV, Singer India have extended (Unlimited User) the solution to Dealers and Distributors, for Sales and Inventory management purpose. It has also been able to promote & campaign new products with schemes & discounts leveraging on Microsoft Dynamics NAV.

### Challenges:

- Retail transactional data Management as per cost center
- Remaining Inventory resulting in a lower gross profit and lower taxable income amount.
- Availability of analysis like Sales, Ageing Receivable/Payable and Cash Flow etc.
- Point of Sale along with other billing like e-commerce integration
- Multiple Sales & Vendor Price List along with Scheme / Offers / Discount & Commissions
- Item Tracking on Basis of Batch/Lot/Serial No
- Warranty & Replacement

### Advantage of deploying MS Dynamics NAV:

- Completely Web Based Solution Built on SOA Architecture
- Control on Primary, Secondary & Franchisee Sales Management
- Dimension Based Accounting
- Single Source of Truth
- Controlled Cash Flow & Inventory
- Bar Code & Amazon Integration
- Management Information Summary
- Dimension/Segment wise Reporting
- Visibility into Supply Chain



Incorporated in 2010 in New Delhi, Prudence Technology is now having a global footprint in USA, EMEA & APAC works on the philosophy of "CAS (Customer Acquisition & Satisfaction)". Prudence helps organizations to choose and implement business solutions like ERP, Business Intelligence, CRM, and Human Capital Management on cloud or on premise.

For more information about Microsoft Dynamics please write to us at [marketing@prudencesoftech.com](mailto:marketing@prudencesoftech.com)

