

Infostar Business Solutions - DSVC

A Technology Partner You Can Trust Is A Vital Component to Success in Today's Gem & Jewellery Industry

The only constant in today's marketplace is change. Organizations need to be ready to adapt and to embrace change as a key to future growth.

Infostar Business Solutions have long had a vision for Thailand's jewellery community; generating growth by improving technology partnerships in an increasingly competitive marketplace. The General Manager for Infostar, Mr. Kevin Watt explains that a trusted technology partner is a vital component to success in today's gem and jewellery industry and should not be overlooked.



Mr. Kevin Watt, General Manager, *infostar Business Solutions*

DSVC Fully Integrates with the Microsoft Navision ERP Platform

- The First and Only ERP Solution Tailored Specifically to Jewellery Companies

Infostar is a Bangkok-based Microsoft Gold Certified Partner responsible for the development of a *jewellery-specific* vertical solution named DSVC (Design and Variant Price Calculation) that fully integrates with the Microsoft Navision ERP platform. Attracting interest in Thailand and abroad, Infostar focuses exclusively on the jewellery industry and sees tremendous growth opportunities for Thailand-based operations.

DSVC was conceived as the result of extensive collaboration through a partnership between Infostar and a prominent Bangkok manufacturer. After 3 years of development, Infostar launched DSVC as the first and only ERP solution tailored specifically to jewelry companies.

By integrating the industry knowledge of DSVC with the functionality of Microsoft Navision, Infostar were able to harness the most powerful ERP application

on the market and transform it into a jewellery-specific solution for any size company in the industry.

Microsoft Navision is a broad spectrum, horizontal Enterprise Resource Planning platform, which means that it offers key functionalities that connect every corner of a business including management areas for financials, distribution, manufacturing, customer relationship, service, metals, and subcontracting. These functionalities are common to all business models, hence the terminologies "horizontal" and "broad spectrum."

DSVC provides the "vertical" component to the solution. As a Microsoft Business Solutions Partner company or Navision Solution

Center, Infostar is authorized to adapt Microsoft's Navision product to fit a specific industry or "vertical". While most Microsoft partners specialize in bespoke solutions for individual customers, Infostar distinguishes itself from other Navision Solution Centers in that their modules are already customized with features specific to all players in the jewellery marketplace.

Infostar initially expected to ease into the jewelry market with their ERP solution, but the market responded with such interest that IBS has expanded their base to accommodate their growing portfolio of jewellery partners. Word of mouth and positive reviews have helped accelerate Infostar projections for DSVC implementations throughout Asia, Europe, and North America. Mr. Watt credits Infostar's success to its evolving product strategy and to the institutional knowledge retained in Infostar's talented team of analysts, consultants, implementers and programmers.

The combination of DSVC and Microsoft Navision



offers a wide range of options to jewelry businesses of all sizes and types from trading companies managing multiple suppliers to autonomous manufacturing operations. With over 20 years of experience in the software industry, Mr. Watt underlines the importance of scalable solutions by advising all Infostar prospects to consider a software solution that grows with their business from their inception to becoming an industry leader, rather than considering temporary fixes that provide limited functionality and restrict growth.

Watt points out that jewellery companies should be flexible enough to respond instantly to new market demands and emerging technologies. Infostar are discovering that larger companies generally prefer to fully implement the DSVC package while smaller businesses often elect to start with core business and financial information, and add more applications as they grow. DSVC's modular framework allows for additional functionality to be implemented without the need to completely re-engineer the existing system.

DSVC Has The Flexibility to Adapt to The Constantly Changing Needs of Today's Market

Infostar set out to create a product with the

flexibility to adapt to the constantly changing needs of today's market by providing customers with the information they need when they need it, on demand. The unique integration of DSVC with Microsoft Navision permits the customer to modify processes on-the-fly, reduce lead time with advanced capacity planning logic, and react to unexpected changes in the market at a moment's notice.

A key benefit of a fully integrated system is the ability to report and analyze stored data based on an unlimited range of criteria. Linked internal databases capture not only current data and calculation formulas, but also all of the historical changes within every application area. This empowers management to make decisions with confidence by providing access to stored data in real time.

Automatic pricing is another key benefit of DSVC. The application dynamically updates every item in the catalogue when a single component is changed including gold price, without the operator needing to edit a single item. Unlimited pricing formulae can be created and applied to any component, customer or item within the system.

DSVC provides a platform to connect the teams



that design products with those that manufacture them. Complete integration allows businesses to empower personnel earlier in the production cycle and to manage product data accurately from concept to delivery. Detailed reporting modules allow for the complete tracking and inventory of all metals, stones, and accessories. Microsoft Navision seamlessly retrieves the relevant data from various application areas and instantly shares it across the system giving management an instant top to bottom overview and the ability to drill down into details such as metal loss and employee performance.

Infostar clients have praised DSVC as a solution that not only understands the importance of being able to access historical data, but also appreciates the need to control access to sensitive company information. Every application area can be password protected and filtered for access by authorized personnel. The security system ensures that you never have any data inconsistencies. Even if a computer loses power in the middle of a posting process, the transactions recorded will not be out of balance. The object-oriented development environment and compact source code make it straightforward to customize, maintain and connect to other systems.

“More than 45,000 companies in 130 countries rely on Microsoft Navision every day to run their operations. Our clients trust Microsoft products and we feel confident in partnering with such a well-tested platform,” Kevin Watt explains.

“We can clearly see that customers appreciate the fact that everyone from consultants to programmers has an in depth understanding of jewellery processes. We speak your language and understand your business,”



Watt says. Infostar has found that while every company has different business practices, all of them share similar difficulties. Infostar consultants are able to draw on a vast base of experience gained from solutions implemented at other sites.

In Watt’s experience, many Thai factories decide that they can save money by hiring a programmer to create a proprietary in-house solution but this approach inevitably ends in failure. By trying to “reinvent the wheel” they run into a litany of problems due to the lack of experience required to properly plan for expansion and change.

Mr. Watt warns choosing the wrong software or partner can lead to a failed implementation, error prone software, or outright fraud.

Infostar Provides All Services – Ongoing Support, Training and Upgrade Programs

The benefit of choosing a qualified software partner is to fully realize the lower total cost of ownership and to have a single point of accountability. Infostar provides all services including ongoing support, training and upgrade programs. Mr. Watt believes that the relationship with the client doesn’t end at the completion of implementation. Infostar works with their customers to provide both immediate remote and on-site maintenance, and to schedule larger software projects. As Infostar work experience expands, enhancements are periodically added to existing projects allowing all customers to gain from improved functionality.

A complete software solution allows jewelry companies to build on their strengths and get the most out of their time and resources. It also helps to streamline business and increase productivity. Up-to-the-minute



comprehensive tracking decreases labor costs and metal loss. Infostar notes that employee theft significantly decreases in many client sites due to customized reports and real-time system alerts. Inventory and warehouse modules improve planning and can even handle data across multiple locations from a single database. When considering the overall price of a potential product, factories need to consider these longer term costs.

Watt doesn't hesitate when forecasting the promising future of the Thai jewelry industry. However, he concedes that increased competition from other world jewelry hubs has the potential to significantly impact Thailand's market share. He argues that the industry, as a whole, needs to become more active in realizing their full potential and to operate efficiently in order to maintain market-wide growth. Jewellery companies can no longer afford to make financial decisions based on one or two year timelines. Investments into Thai businesses must keep pace with centers such as India and China.

"What makes modernization in this sector so fundamentally difficult is that family-owned jewellery companies are inherently apprehensive when it comes to change. Business philosophies have changed very little in the jewellery world, so owners see very little incentive to adapt their business practices." Watt points out that this kind of thinking runs counter to global competition that is fueled by investment in technology and a constant revision of systems and processes. Thai factories are beginning to recognize their competitor is no longer next door, but in another part of the world.

Rather than approaching change with trepidation, local jewellery companies should welcome the

implementation of new tools as an opportunity to review their entire business approach. This paradigm shift will accelerate with the continued strength of a committed core of industry representatives that work together in raising awareness of available products and business trends. The onus to drive global thinking is on the agenda of the numerous Thai organizations that represent the gem and jewellery world. Mr. Watt sees these forward-thinking associations as the catalyst for change within Thailand and an engine for future development.

"We would like to see all vendors working closely with Thai associations so that business owners have the opportunity to review the available technology solutions and assess their potential benefits."

Outside of Thailand, Infostar is making inroads into other key jewelry centers. With sales offices in the US and Europe and a second development center operating in Mumbai, India, the company is going from strength to strength. "Our aim is to have representation in every major center for jewellery", explains Watt, "through strategic partnerships and our own expansion, we are creating a foundation to support the industries hunger for comprehensive Enterprise Resource Planning capabilities."

Infostar offices worldwide can be contacted directly:

Infostar Business Solutions Ltd

Baanklangkrung (OFFICE PARK)
1558/17 Bangna-Trad Road
Bangna, Bangkok, 10260 Thailand
Tel : +66-2-182-0400, Fax : +66-2-182-039

Infostar Business Solutions Ltd

106 Niraj Industrial Estate, Opp. Sun Pharmaceuticals Ltd, Off Mahakali Caves Road, Andheri (East), Mumbai 400093 India
Tel : +91-22-2291-5168, Fax : +91-22-2687-2827

Infostar Business Solutions Inc.

71 West 47th Street, Suite 1500, New York, 10038 USA, Tel : +1-917-777-0850, Fax : +1-917-777-0880

Infostar Business Solutions GmbH

Simmlerstr. 17, Pforzheim, 75172 Germany
Tel : +49-7231-187208, Fax : +49-7231-187161
E-mail : sales-th@infostarbiz.com
Website : www.infostarbiz.com