



Fact Sheet

Hoshan Pan Gulf

Cordys Increases HPG's Business Efficiency and Agility

Highlights

- Office equipment in the Middle East Region
- Head offices in Dubai and Riyadh
- 450 People across the Middle East, North Africa & East Africa

The Client

Hoshan Pan Gulf Limited (HPG) (www.hoshanpg.com) is one of the largest distribution companies in the Middle East region. With head offices in Dubai and Riyadh, the company retails and distributes stationary and office equipment throughout the Middle East Region.

HPG has a network of branches that help to serve the Lower Gulf and Saudi Arabian markets, with locations that include the U.A.E., Bahrain, Qatar, Kuwait, Oman, Lebanon and Saudi Arabia.

Both the main and the local offices operate as independent business units.

The Challenge

HPG's development into one of the largest distribution companies in the Middle East has also seen its business operations steadily expand across the region. In order to rationalize its communication infrastructure and associated costs, HPG had implemented separate Enterprise Resource Planning (ERP) solutions at each of its head offices and regional branch offices. While these solutions performed their functions well in isolation, the increasing demand for shared information between different locations and the manual processes required to support orders and sales were creating issues both in terms of efficiency and control.

The absence of connectivity between the multiple ERP systems located at HPG's different branches meant that manual intervention and data input was increasingly required. The information created by the processing of an order could not be submitted directly to the ERP systems at both head office and branch level, and approval had to be sought manually via email from the head office for each purchase order.



HPG determined that as the company continued to grow, information from multiple locations and applications would increasingly need to be shared across the enterprise. The company required a solution that would improve the efficiency of the business by linking disparate applications and enabling data to be shared seamlessly between branch offices.

The Solution

Working closely with HPG to understand the Company's unique business needs, Cordys implemented its Business Process Management Suite as HPG's core integration and business process management solution.

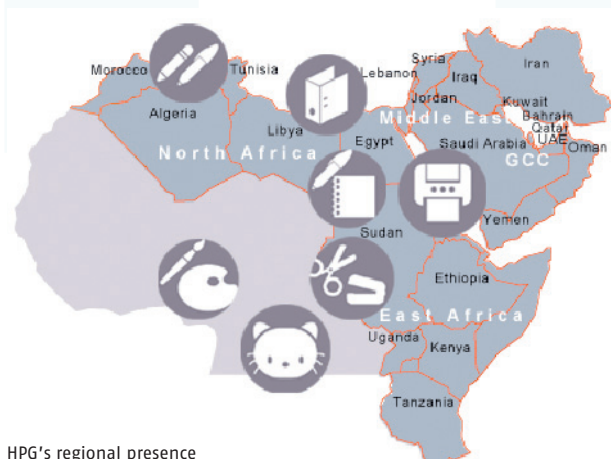
"The solution means that our IT systems can now quickly respond to both process change and to new business initiatives which gives us a clear competitive advantage."

– Pramod Kumar, IT Manager of Hoshan Pan Gulf

The Cordys platform creates openness, real-time integration, availability of information and access to vital information across the enterprise. It also provides HPG with a flexible Web Services-based foundation upon which new business processes and functionality can be quickly and easily deployed.

In conjunction with HPG, Cordys developed a Web Services-based composite application that fully automates the entire sales process and has resulted in an overall reduction in the time taken to successfully complete an order. By removing the need for manual intervention in both the order fulfillment and the purchase order process, Cordys was able to significantly improve the overall efficiency of HPG's core business processes.

"Cordys enables us to create a single collaborative system that is not only able to integrate the key functionality of all our existing legacy applications but can also combine it with newly developed business processes," said Pramod Kumar, IT Manager for Hoshan Pan Gulf. "The solution means that our IT systems can now quickly respond to both process change and to new business initiatives which gives us a clear competitive advantage."



HPG's regional presence

The Benefits

The implementation of Cordys as HPG's core integration and business process management solution has removed the manual processes that were previously causing order delays and business inefficiency.

Sales representatives can now order materials directly from the head office through HPG's custommade solution - CrossRoads. The approval of the purchase order by head office automatically results in the generation of the purchase order, the processing of the order and its subsequent fulfillment.

The Cordys solution has created an efficient, smart and competitive business operation. The automation of the ordering process helps the seamless flow of information from the head office to the branch offices, reducing the number of steps required to complete a transaction and the amount of time spent manually entering, correcting and waiting for data. HPG plans to further improve core business processes by developing further composite applications using the Cordys platform.

The Cordys platform is now central to HPG's IT infrastructure. It provides the company with a fully scalable, flexible and customizable solution that has significantly enhanced the efficiency of its operations and improved business process visibility within the organization. The solution has also provided HPG with a competitive advantage - the ability to quickly and easily create new business processes that enable the company to take advantage of emerging business opportunities.

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Cordys provides an industry-leading Business Process Management Suite (BPMS) to Global 2000 companies. Cordys' unique SOA-based solution enables customers to design, execute, monitor and improve business processes more rapidly, with better performance, and with greater adaptability than any other available solution. Companies from major industries worldwide have selected Cordys to support business performance improvement because business executives can continually optimize IT systems in real-time within a code-free environment. Headquartered in the Netherlands, Cordys is a global company with offices throughout the Americas, Europe, China and India.

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