

Song Seng Associates Pte Ltd – use Information Technology effectively to address critical business issues

We need to be able to manage business operations and convert raw data into business strategic information quickly. SystemGrafx has provided us with solutions that enable our business to operate more efficiently.

Mrs Soh
Managing Director
Song Seng Associates Pte Ltd

Song Seng Associates Pte Ltd is one of Singapore's leading companies in manufacturing and distribution of disposable products for food industry. To provide the best possible quality and service to customers, Song Seng Associates Pte Ltd continually invests in IT and new technologies to improve customer satisfaction. To effectively manage and control critical inventories, Song Seng Associates Pte Ltd engages the service of SystemGrafx Pte Ltd.

SystemGrafx Pte Ltd carefully studies of the business model and computing environment. Constantly discuss and coordinate with the management to provide solutions. Finally, a robust and reliable solution was selected by the management taking into consideration the scalability and expansion for the future. The management is confident that SystemGrafx Pte Ltd can deliver the solution and guide the company into the next decade of success and achievements.

Customer Profile	Business Situation	Solution	Benefits
Song Seng Associates Pte Ltd (SSAS) was incorporated in 1982, its primary business activity is in the distribution of food service and disposable products. With an expanding product range, SSAS was able to foray into other industry besides the Food service industry. Today, SSAS have a strong presence in the Aviation, Concession and Medical sectors. SSAS achieved ISO9002 status in 2001 in their bid to improve themselves and serve their customers better. Their other proud achievements also include being awarded Singapore SME 500 consecutively from year 1999 to 2003.	Song Seng Associates Pte Ltd needs to manage telephone orders and inventories and coordinate the delivery of products via a fleet of transport vehicles. With the increase number of orders manual recording and coordination cannot meet the need of this business demand. Inventory levels must be closely monitored for prompt availability of certain products.	Working with SystemGrafx Pte Ltd, Song Seng has deploying business solutions designed to target high demands of orders and managing inventories over 5 levels of warehouse facility. At the front end collecting raw order information propel the management with conversion of data into business strategic information so that critical decisions can be made.	<ul style="list-style-type: none"> Enhanced productivity with effective implementation Optimise inventory to reduce cost at the same time able to fulfill customer orders Timely and accurate information system Ease of use with enhanced user interface Greater reliability of data system

Business Situation

Incorporated in 1982, Song Seng Associates Pte Ltd focus its business on the food industry, one of the constant challenge that Song Seng faced was to effectively manage its sales orders from various channels throughout the day. With the commitment to major customers on maintaining a sufficient level of inventories to fulfill the daily demand means that the inventories must be closely monitored. The entire inventory spread over the 5 levels of warehouse and must be constantly watch so that any shortfalls has to be replenish quickly taking into consideration that some items need a longer shipment time for supplier to deliver. Planning for picking and delivery of the products by a fleet of transport vehicles is a daunting daily task. Computerisation is always an on-going process, from the very early days of the business, Song Seng has met and attempt to partner with IT companies to achieve their needs. Unfortunately the haunt went in vain until they meet SystemGrafx Pte Ltd.

Solution

Song Seng Associates Pte Ltd is exploring how SystemGrafx Pte Ltd can help them to improve organisational productivity in key areas. With thorough studies of the business model and operational flow, SystemGrafx Pte Ltd is able to identify the problem areas and proposed options to computerize the business in 2 major areas. Firstly the daily operations must be converted into a computerise model, next the back end financial data system must be integrated to the operations to provide the management with consistent and non-duplication of data entry.

The operations modules will start from the customer price quotation all the way to the warehouse inventory management. When the data reach the final stage at the invoice module, the information is seamlessly integrated into the financial accounting system. The solution will encompass the entire flow of the daily operations, front end data capture will be used to propel the back end information system for the management to make critical decisions.

Benefits

The experience of the implementation is felt at ease from all levels of the business. Overall productivity is enhanced and improved, resulting in more business opportunities and optimisation in various key areas that was identified to address in the initial proposal. The management is empowered with more timely reports and information to better administer the business toward the next level of challenge. The information system is well maintained and upkeep by SystemGrafx Pte Ltd which meet the high expectation from the users and management.

About SystemGrafx Pte Ltd

SystemGrafx is a specialist in providing computerisation consultancy, business solutions and application development services based on industry best practices and cost effective technologies. It is our commitment to deliver the best business solutions to our value customers through helping companies, their employees, partners and customers in enhancing collaboration, lower cost, build business relationships and promote revenue growth.

For more information, please contact:
Mr. James Lee / Consultant
Email : jameslee@systemgrafx.com

Ms. Lynn Wong / Business Development
Email : lynnwong@systemgrafx.com

SystemGrafx Pte Ltd
100D Pasir Panjang Road, #04-05 Meissa Singapore 118520
Tel : 65-62742488
Website: <http://www.systemgrafx.com>

