



## Customer Solutions

### Case Study

**Tofan Grup, Romania**

## Building an IT vehicle for the future

*The implementation of an integrated information system, on top of the Microsoft Backoffice platform, by the Romanian leading producer and distributor of tires, provides a successful premiere in the field of local retail IT solutions.*

### Situation

Tofan Grup is the leading Romanian producer and distributor of tires in Romania, generating annual sales in excess of 150 millions USD on local and international markets. The organization employs a total of more than 6,000 people at Tofan Grup corporate headquarters, at the five production units - Danubiana Bucuresti, Victoria Floresti, Silvania Zalau, Rotras Turnu-Severin, Tofan Recap - and in the distribution network, consisting of 41 branches operating in the major cities all over the country, serving thousands of points of sale. The management developed a strategic vision around the complexity of the activities performed in the corporate environment, the ever-growing data volumes and the plans for the future. In this context, the isolated, out-of-date applications (if they did exist!), used by the local IT departments, had to make room to an integrated, modern, scalable solution, flexible enough to accommodate the fast changes imposed by the country's today economic regulations.

### Solution

Following an in-depth analysis of the IT platforms available on the market, the local management, together with the strategic partner - Nomura Securities - helped by international IT consultants, decided to implement an open solution, based on PCs and the Microsoft Backoffice platform. The operating system of choice for servers was Windows NT 4.0, while desktops had to use Windows 98 or Windows NT 4.0. The SQL Server 7.0 had to provide the database support.

Many of the retail components of major ERP solutions were considered, including SAP, Baan, J.D. Edwards, as well as a local solution, ISIS, developed by the Romanian software developer, Omnis Group. ISIS was chosen because Tofan Grup understood that it could best support its business, in the local context of fast regulations changes, while covering a full range of functionalities requested in managing specific operations: sales and purchasing, payables and receivables, stock management, all integrated in the general and cost accounting platform. ISIS offered the most efficient operational foundation, freed from the overhead incurred by having to carry all along the system's lifecycle an entire load of redundant features, specific to well-known ERPs, completely avoidable in the particular context of the Romanian economy.

"A key element in choosing the best solution was represented by Omnis Group's possibilities to provide a local, consistent and qualified support, able to answer quickly and professionally to frequent regulations changes and to our attempts to map business rules on the most efficient corporate framework we tried to build", says Cristinel Popa, Vice-President of Tofan Grup.

### Solution Summary



**TOFAN GRUP**

### Industry

Retail and Distribution

### Scenarios

Data analysis and tracking  
Line of business  
Knowledge management  
Workflow control

### Situation

The rapid growth of the organization and the spread of operations across the whole country required the support of an advanced IT solution. The system had to be consistent with the strategic vision of the management - implement a modern and open technological platform, integrate the activities performed by all organizational units and follow the continuous changing in regulations imposed in the actual period.

### Solution

Focused on the client-server and database distribution concepts, Tofan Grup decided to rely on the Microsoft technological platform and to implement Omnis Group's ISIS (Integrated Strategic Information Systems) retail solution.

### Benefits

- Corporate sales are streamlined, based on unique catalogs built into the system
- Workflow control is integrated in the IT solution, providing full supervision over the business operations
- Management has access to up-to-date information on sale operations
- The solution provider gives the best support for continuously adapting the system to changes in regulations and business rules.

## Implementation

The first implementation step addressed the deployment of the financial and commercial modules of the ISIS system at the corporate headquarters. Once the basic functionalities were in place, the IT solution was broadened, based on the facilities offered by the Microsoft technological environment. A corporate intranet was created for the use of the distribution branches. All commercial documents are operated locally, at each branch, using a browser-based interface, that allows the users to access ASP pages stored on the central Web server. Overall sales and stock information are centralized at the headquarters.

"Previously, all paper documents were sent by mail to the head office, where data was input in the sales system. At a later moment, the information was exported, using floppies, to the accounting application. This lack of integrability lead to erroneous results at the corporate level. Now, we take full advantage of real-time data consolidation, due to SQL Server's replication mechanism ", explains Mr. Popa.

Unique catalogs for partners and products/services are used throughout the system, while being centrally managed, based on the same replication platform. To enable budgeting control, the financial results of the transactions performed in the entire organization are mapped on a corporate matrix of cost centers. Data communication is provided by VSAT, radio relays and modems connected on phone lines.

"All along the implementation process, the local Omnis implementation teams were the most valuable resources in adapting the organizational culture to the new system framework", concludes Mr. Popa.

## Benefits

Management has real-time access to centralized, up-to-date information on the overall organization performance. The introduction of unique customers/suppliers and products/materials catalogs lead to streamlining all activities across the corporation. Workflow control is integrated in the IT solution, providing full supervision over the business operations. System access rights are centrally managed and all operator actions are logged.

The openness of the Microsoft Backoffice platform offers the best support for future system growth. The solution provider is able to steadily supply top assistance in continuously adapting the system to changes in regulations and business rules.

## The future

Having created a stable IT infrastructure, the next step will be to extend the corporate intranet to an extranet, open for the company's business partners (main customers and suppliers). The extranet will also provide system access to over 2,500 tire distributors, spread all over the country (the Automaxima program). Data transfer between the extranet B2B platform and the basic ERP system will follow the XML format.

For wider integration of business-related operations – e.g, payments processing – the system will implement a secure interface towards an external banking system. An enterprise portal will also be open, for wide internet access, offering a B2C solution for retail clients.

The Microsoft .NET concept provides a new framework for the configuration of ISIS functionalities as Next Generation Internet services.

## Products

Windows 98  
Windows NT 4.0  
Windows 2000  
SQL Server 7.0  
Transaction Server  
Internet Information Server  
Internet Explorer  
Crystal Reports

## Development

Microsoft Visual Studio

## Integrated Products

ISIS 2.0  
General Accounting  
Management Accounting  
Sales  
Purchases  
Payables  
Receivables  
Stock Management  
Commercial Reporting  
Fixed Assets  
Human Resources  
Payroll  
Production Control  
Production Cost  
Maintenance and Repairs  
Utilities Management  
Catalog of Products/Materials  
Catalog of Partners  
Executive Decision Support

## Omnis Group LTD

Omnis Group - Microsoft Solution Provider since 1996 - is a Romanian software developer, focused on building IT solutions for the local market. Based on the 10 years experience in the development of ERP solutions on top of Microsoft platforms, the company is currently busy defining and configuring the ISIS.NET next generation of services structured around the Microsoft .NET initiative.

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