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Sai Prasad Foods's Agriculture Business Benefits from Oracle's JD Edwards EnterpriseOne



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· IT Solution Will Help Optimize its Supply Chain Network Across India

· Oracle Partner SYSTIME Played a Key Role in the Implementation

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New Delhi, India – October 27, 2009

News Facts

- Pune-based Sai Prasad Foods Ltd. (SPFL), a leading supplier and manufacturer of daily-consumed food products with a turnover of over Rs. 100 crores, has recently completed the implementation of Oracle JD Edwards EnterpriseOne Grower Management in its corporate office, manufacturing and food processing facilities covering 55 branches across 13 states in India.
- The company, which markets the 'Jayaka' & 'Feel Good' brand of food products, chose to replace its legacy ERP system with Oracle JD Edwards EnterpriseOne to allow SPFL quick access to data on crop and harvest identification for each block of land.
- With JD Edwards EnterpriseOne Grower Management, SPFL is also able to maintain historical records, track operational costs, and maintain harvest estimates for supply planning. They are able to plan and manage all farming activities more efficiently from pre-planting to post-harvest cleanup.
- SYSTIME, a Certified Advantage Partner and Oracle PartnerNetwork member played a crucial role as the implementation partner, having completed the implementation in 130 days.
- SYSTIME has been implementing JD Edwards applications for 17 years. Employing over 650 dedicated JD Edwards specialists, with expertise spanning all versions of JD Edwards product family, SYSTIME's project management and technical skills contributed to the speedy and smooth implementation at SPFL.
- With the transition to Oracle Applications, SPFL is already reaping benefits such as:
 - o Ability to better manage collection processing, marketing and distribution of agriculture and food products thereby enabling greater operational, supply chain and business efficiencies.
 - o Reduction in waste and implementation of a smart distribution process for finished products, which has done away with the enormous paper work and duplication of entries that were previously required by the legacy system.
 - o Enhance the decision-making capability of its senior management through estimations and analysis for profitable operations.
 - o Improvement in crop utilization rates and margins with data automation that provides visibility into forecasts of yields, costs, and quality of harvested crops.
- This comes at a time when companies associated with the agriculture sector are turning to information technology solutions for better farm management. The need for adoption of better practices can be underscored from the fact that while the agriculture and the allied sector employs over 65-70% of India's population; it contributes only 22% of India's gross domestic product. Moreover tight business margins, labour supply problems, and increasing regulatory oversight have created an environment for adoption of IT infrastructure by the agriculture sector[1].

Oracle JD Edwards Enterprise One 8.12 modules deployed in Sai Prasad Foods Ltd.

- The JD Edwards Enterprise One 8.12 modules deployed by Sai Prasad Foods Ltd. include Financials Management, Sales and Distribution Management, Oracle Inventory Management, Manufacturing Management, Quality Management and Grower Management

Supporting Quotes

- "In today's business environment, it has become critical to adopt technology to ensure efficiency, competitiveness and ability to adapt to the dynamic needs in a agriculture intensive business like ours," said S.L. Shrivastav, CEO, Sai Prasad Foods Ltd. "We found Oracle JD Edwards and SYSTIME most suitable to support our business. We are already reaping the benefits."
- "We are happy that our longstanding association with SYSTIME and their evolved and innovative implementation methodology coupled with Oracle Applications is delivering value to Sai Prasad Foods," said Samik Roy, Head – Applications Growth Business, Oracle India. "Integrated enterprise applications like Oracle JD Edwards Grower Management will help growing companies like Sai Prasad Foods improve margins by increasing control on activities concerning land and crop details throughout the growing cycle and during harvesting."
- "The business partnership with Sai Prasad Foods Ltd. and Oracle reflects SYSTIME's domain expertise, and demonstrates our deep industry knowledge. This allows us to help diversified businesses adopt functional best practices and raise the performance bar," said Ramesh Subramanian, Vice President- Global Delivery, SYSTIME.

Supporting resources

JD Edwards EnterpriseOne

JD Edwards EnterpriseOne Grower Management

About Sai Prasad Foods Ltd.

Sai Prasad Foods Ltd. is one of the leading suppliers of daily consumed products for the last 5 years. Sai Prasad's new spices come from the best vendors of Maharashtra. The products are of superior quality & competitively priced and packed in Sai Prasad Food's factory. Tea, pickle, tomato ketchup, mixed fruit jam, kismis, haldi powder, chilli powder, dhania powder and garam masala are packed at their factory. Their spices are marketed under the brand name "Jayaka" & "Feel Good". Sai Prasad Foods Ltd. is having its Manufacturing Plant at Panvel, where Bottling and Mineral Water is produced. The plant is located at Panvel over 1 acre of area. Sai Prasad Foods Ltd. has entered into an agreement with UB Group for production and marketing of "Bagpiper" brand mineral water and soda and also they are into field of "Biodiesel right now by cultivating plant like Jatropa, Karanj on thousands of acres of land. For more information please visit www.saiprasadindia.co.in

About Oracle Corporation

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About SYSTIME

SYSTIME, a wholly-owned subsidiary of the CMS Group has delivered high-quality, reliable business solutions for numerous organizations in various industries worldwide for over 33 years. Additionally, SYSTIME is an Oracle® Certified Advantage Partner and the largest global JD Edwards practice,

SYSTIME provides innovative business and technology solutions in Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Business Intelligence, Business Integration, Custom Application Development and Maintenance, Infrastructure Management, Process Improvement, Quality Management, Testing and Validation, Retail – Point of Sale and Fuel Management. SYSTIME has received numerous awards and honors, including Oracle's Partner of the Year since 2006. SYSTIME has also been chosen 'Oracle JD Edwards Partner of the Year, 2007-08' and '2008-09' for India.

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