

# Gamut Provides Range Of ERP Solutions

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Enterprise Resource Planning (ERP) has come into its own with the need for faster and better integration of departments. This business tool is used by manufacturers for up-to-date information needed for smooth operations. ERP solutions comprise several modules, each of which encompasses the best business practice that can be implemented for that company.

An upcoming player is Gamut Infosystems. It has comprehensive modules to deal with growth of a business, its productivity and competitiveness. Its 160-member team has developed Matrix ERP for the manufacturing industry and Far Vision for real estate and infrastructure companies.

Gamut Infosystems director Alok Agrawal said the focused nature of Far Vision is likely to serve mid-level infrastructure companies well. In an exclusive interview with *Sourcing Insights*, he said some 400 firms were likely to opt for ERP very soon from this segment.

## Visioning far

Far Vision seeks to exploit the fact that infrastructure and real estate companies find an inhouse ERP solution expensive and cumbersome. For instance, leaders Simplex and L&T ECC both have their own ERP system. However, just putting it in is not enough; it needs to be implemented with the help of an inhouse team. This provides the cue for FarVision, which is a web-based model requiring very low implementation costs.

Agrawal sees Gamut as a "product organisation" and not a 'services company' as less than 10 percent of its revenues comes from services. The company offers domain expertise as it has three years experience in the segment. Far Vision has been tested to offer maximum relevant value to the real estate and infrastructure sectors.

This software also manages project estimates, integrates various activities with the project planner, generates and manages a running contractor bill, gives key costs and progress indicators, offers a real-time, online integration between financials, materials, construction and marketing, visualises financial data graphically, consolidates accounts across projects and companies and plans fund requirements based on financial indicators. This makes planning for material needs easier and leads to availability of stocks at all sites.

Some of Gamut's clients are the GPT Group, Ambuja Realty Development, the Mani Group and PS Group in Kolkata, Acme Group and Lokhandwala Construction in Mumbai, Nitishree Infrastructure and Aura Infrastructure Holdings in Delhi.

As Far Vision is the company's latest offering, its customers are far less than the initial product. Matrix ERP has some 200 customers while Far Vision has only 30. Gamut's clients are mostly outside the eastern zone and in the Rs 150 to Rs 1000-crore turnover bracket. Agrawal has very firm opinions on the target base as Gamut earns more from its products rather than implementation. This, for him, is the main criteria for successful ERP implementation.

## Teething problems

Agrawal said Gamut was facing a hurdle when it came to connectivity, as this was difficult to obtain in urban areas itself, much less rural locales. Being a web-based product, Far Vision requires broadband connectivity for execution. Gamut has tied up with companies like Tulip, which offer IP-based infrastructural solutions to ease Far Vision's connectivity woes.

Another problem area for Gamut has been achieving complete customer satisfaction. The company has already achieved a major portion of what it set out to do but is still lagging one step behind. Agrawal said, "The three steps towards customer delight are transactional completeness, operational and strategic decision-making." Transactional completion is achieved by the full cycle a system turns when it is served with a problem, which it processes to offer a solution. This is something which the company has managed with ease so far. Additionally, operational decisions can be taken on the advice of consultants but Agrawal does not believe in this. His software takes feedback and queries its users to formulate strategy, based on which operational decisions can be taken. The company also needs to ease strategic decision making. Although Gamut keeps its finger on the industry pulse - consulting CII clusters - and company needs, it is still working on amalgamating the two to facilitate this.

## Industry solutions

Gamut is concentrating on specific fronts in the steel and auto ancillary sectors with Matrix ERP. Previously, it had spread too thin in a bid to cater several sectors at the same time. However, its knowledge base did not prove to be adequate for such vast exposure. Further, customers proved to be unwilling to wait for Gamut to finish its learning process. So Agrawal decided to steer along certain lines only, to retain focus and efficiency.

It, therefore, formulates segment-specific solutions for steel melting shops and TMT bar or hot-rolled coils manufacturers. For auto ancillary companies, it has solutions in metal shearing, forging and gear manufacturing, among others.

On a different note, when Agrawal was asked how he managed to retain technical staff in the face of growing attrition trends, he said, "Employees at big companies are cogs in the wheel but at Gamut, they are the wheel itself," said Agrawal. This is Gamut's retention policy. ■