

HOW BREEZE TRANSFORMED ONE OF THE LEADING CABLE COMPANY IN INDIA

COMPANY OVERVIEW



Gujarat Telecom Pariseva
Limited

GTPL Hathway is one of India's leading Cable TV and Broadband service providers. Our Digital Cable TV services reach an estimated 8 million households in over 500 cities across India including towns in Maharashtra, Gujarat, Rajasthan, West Bengal, Jharkhand, Bihar, Madhya Pradesh, Andhra Pradesh, Telangana, Goa and Assam.

THE PROBLEM



LACK OF CLARITY FOR QUICK DECISIONS

Solutions and applications running disconnected
in silos leading to operational nightmare

NO CENTRALISED DATABASE

Lack of a centralised database is a huge deterrent in getting a clear picture of all the operations, investments and ROI to make informed decisions and align the progress with company's long term goals.

NO REAL TIME SYNCING

Data synchronisation is the ongoing process. Sync between two or more devices and updating changes automatically. This maintains consistency within systems. Without real time syncing issues like inventory mismatch, negative stock and more eventually leading to poor customer experience

CUSTOM TOOL & POOR IMPLEMENTATION

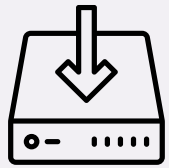
Custom tools are developed out of immediate need and doesn't have the flexibility to integrate or update creating loss of time and effort. It is also a primary reason behind lack of sync and analytics.

NO CRITICAL REPORTS

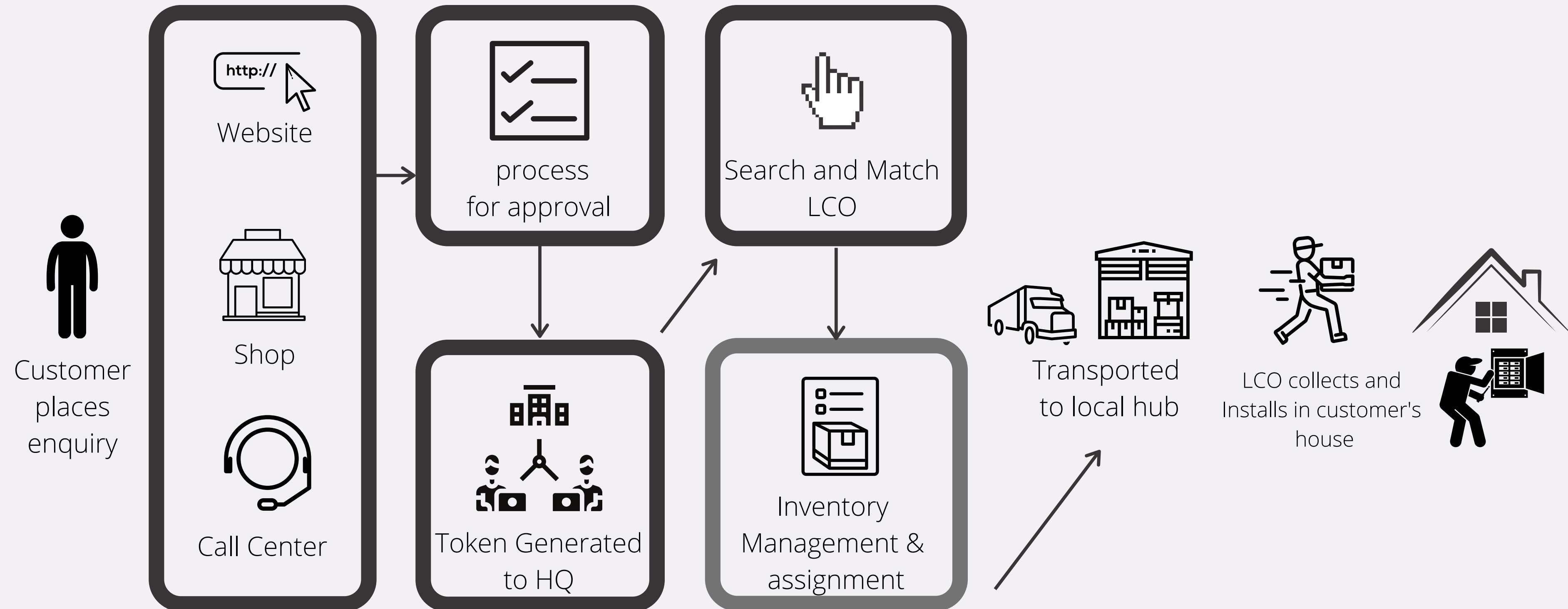
Without actionable insight and data driven strategy running a business is a gamble. The company was unable to take critical decision at the critical times due to lack of intellegence into his own business.



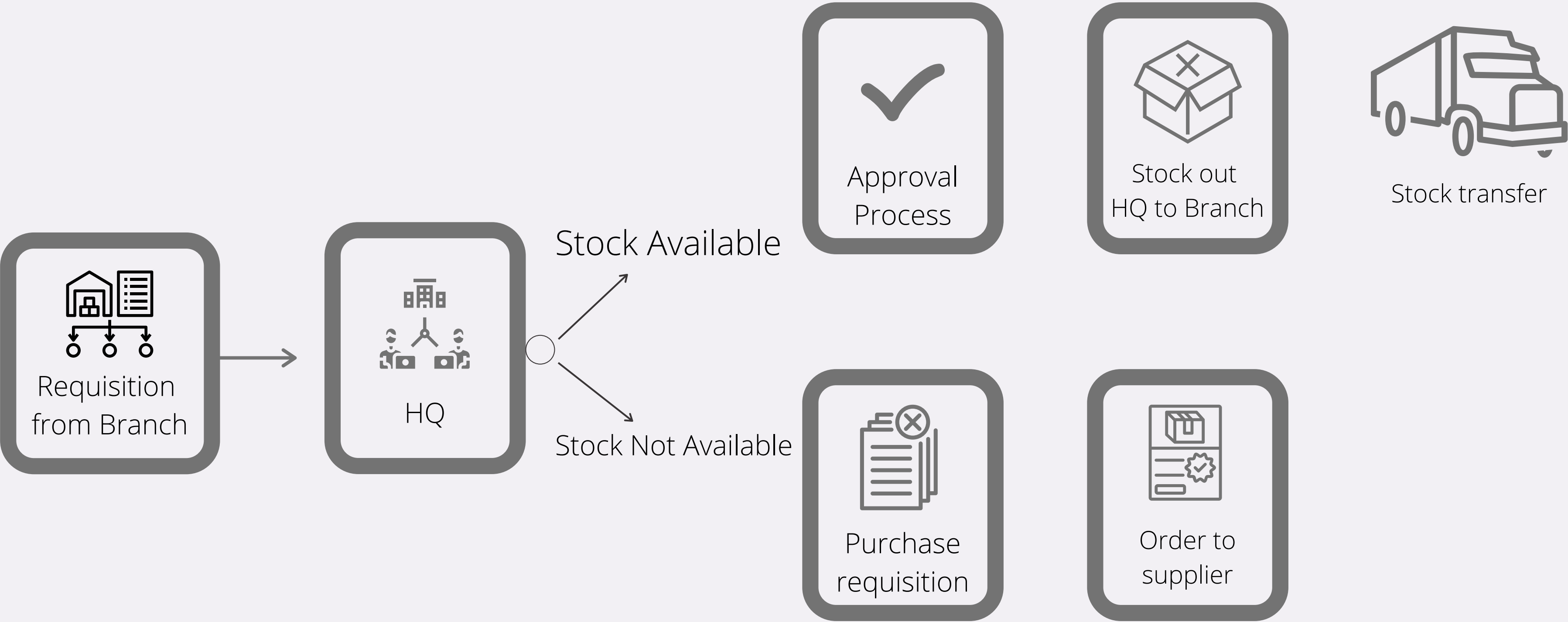
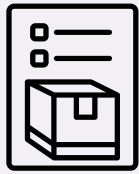
A COMPLEX BUSINESS PROCESS



INSTALLATION

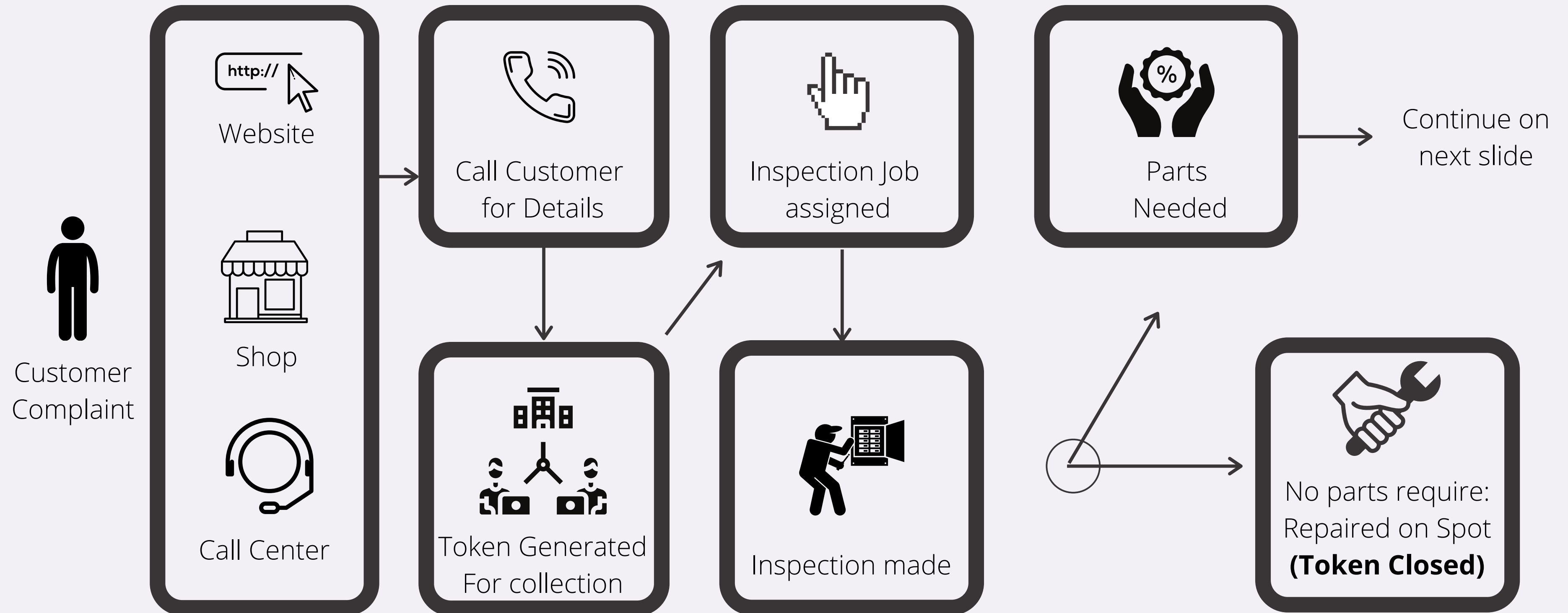


INVENTORY MANAGEMENT

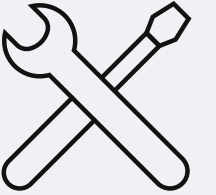




FIELD REPAIR & SERVICE

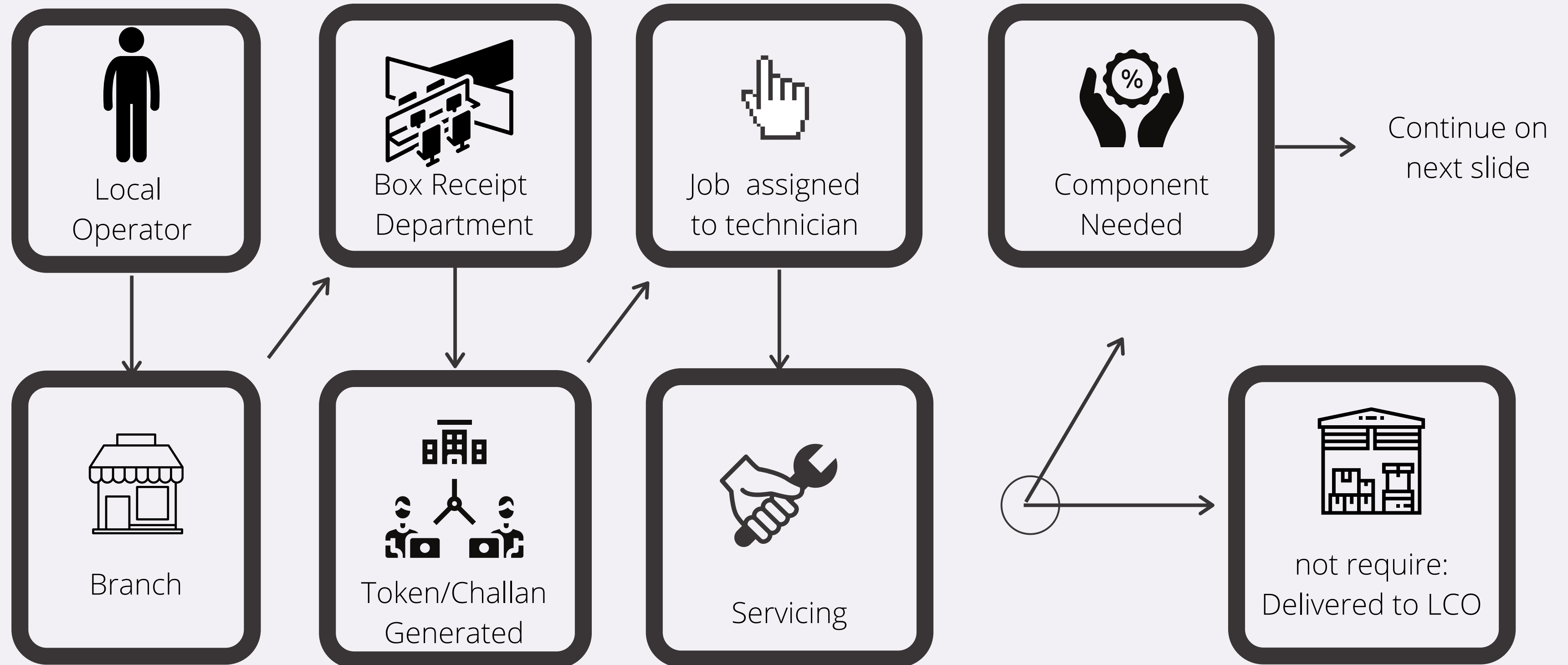


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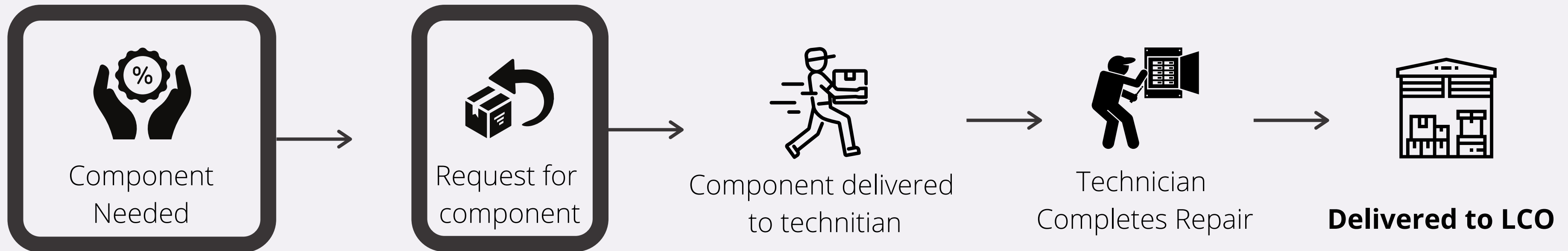
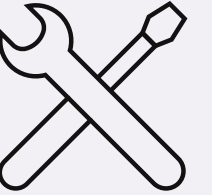


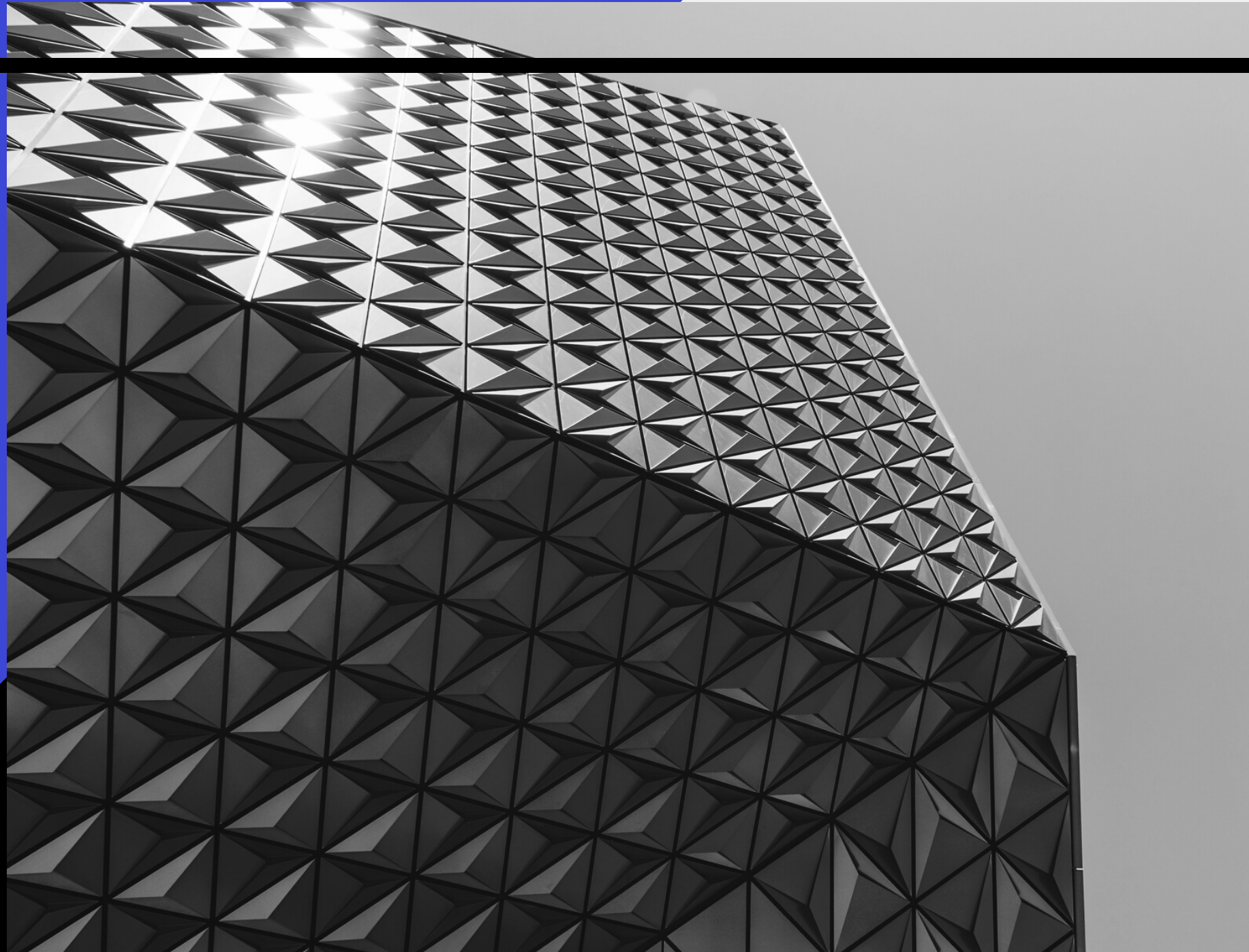


SET TOP BOX REPAIR & SERVICE



SET TOP BOX REPAIR & SERVICE





SOLUTION

Automating the complete process pan India through implementation of BreezeERP without compromising daily operation.

CHALLENGES IN IMPLIMENTATION

● NO DELAY

Hathway being a company operating in tire2 tire3 cities, it was very important that regular operation cannot be disturbed

● DATA MIGRATION

Extracting data from multiple custom tools, re-structuring and stitching for import into new system.

● TRAINING

Keep with regular operation & providing training to on group users posed one of the biggest challenge

● INTEGRATION

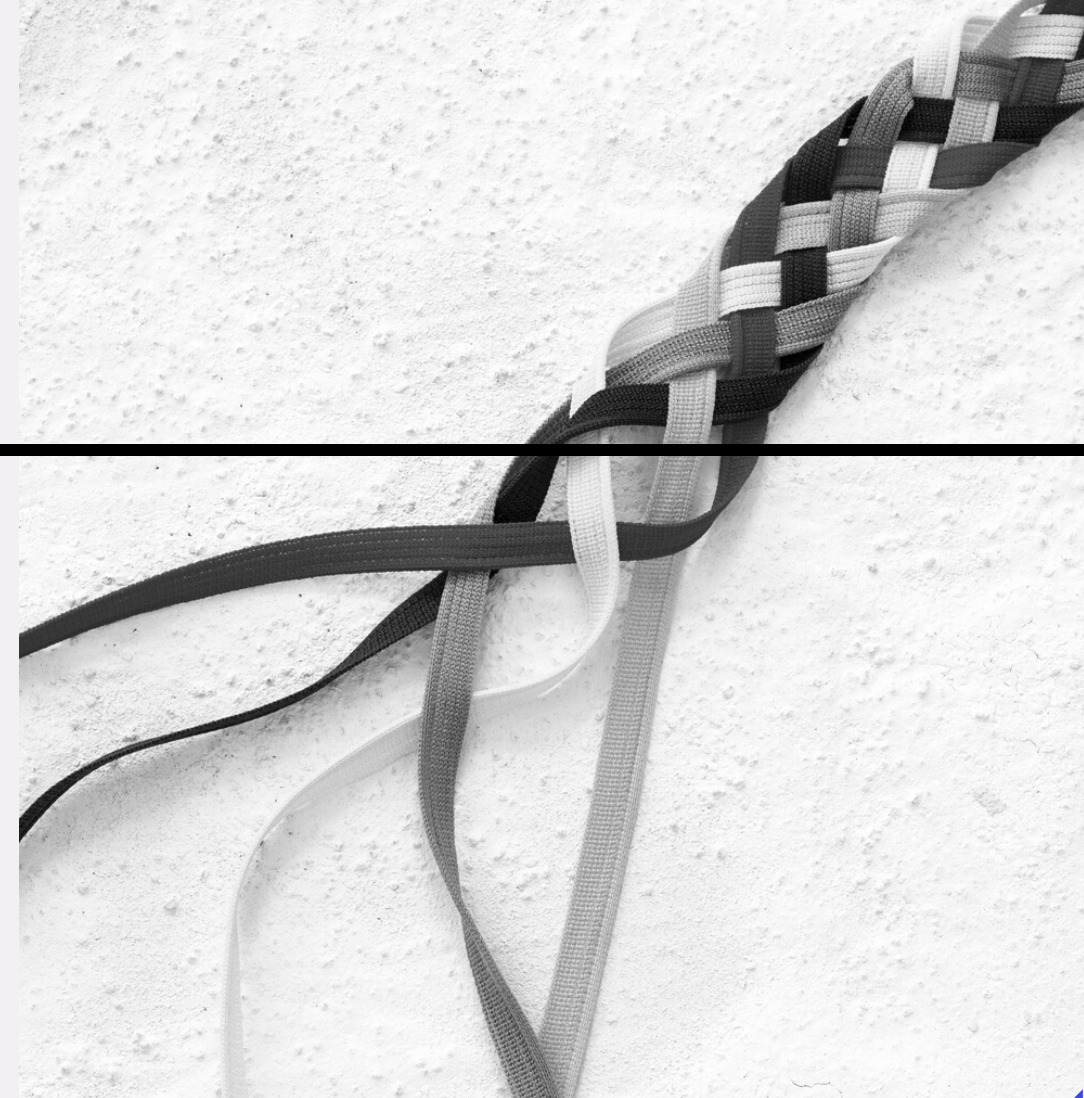
Implementing complete ERP at a go was impossible. Hence, integration with tools in operation became a chanllange

CONTINUOUS INTEGRATION & CONTINUOUS IMPLEMENTATION

WE STARTED WITH IMPLEMENTING BREEZE ON THEIR SALES, SERVICE, REPAIR AND ORDER MANAGEMENT OF GTPL AND THEN MOVED TO AUTOMATE ITS INVENTORY AND OTHER CORE PROCESSES.

CREATING VIRTUAL REAL TIME EXPERIENCE EXECUTIVES WERE TRAINED ON FIELD.

KEPT OPERATION SMOOTH BY API INTEGRATION WITH OTHER TOOLS



OUTCOME

GTPL Case Study



Increased productivity due to ease of use and visibility
increased sales by 3X in 6 months.



Higher visibility and tracking brought greater control in the operation providing better experience & quicker resolution



Real time dashboards & intuitive reporting for quick informed decision directly impacting on increased revenue

CLIENTS OF BREEZE ERP

WE WIN WHEN YOU WIN !!



MESCAB
SmartLiving

 **Karuna**



NORDUSK™
LED

RaLick®

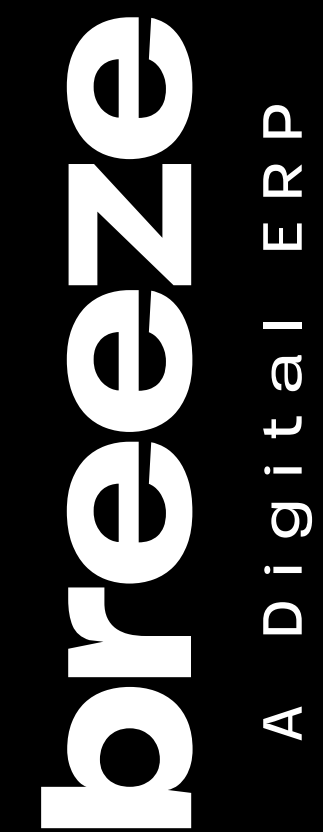
Bisleri



EVAC



Rajgarhia
GROUP



LET'S TALK!

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