

# S.E.A. Cloud-Based ERP For Jewellery



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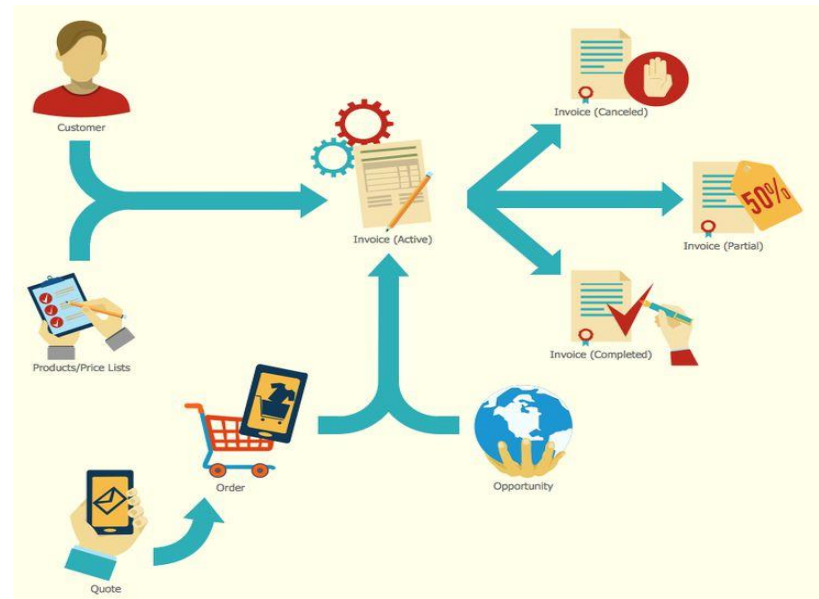
# INTRODUCTION



**S.E.A. ERP is a seamlessly integrated end to end software solution for Jewellery.**

**S.E.A.ERP Software automates complete Jewellery business set up, inclusive of :**

- ❖ Order Management / Stock Management
- ❖ Procurement
- ❖ Inventory Management
- ❖ Job Work / Outsourcing
- ❖ Sales & Distribution
- ❖ CRM
- ❖ Financial Accounting



**SEA is a completely Browser Based System. It uses the latest Oracle 19C as its back end.**





## SOFTWARE ADVANTAGES – BROAD POINTS



- Every person can have his/her widgets configured, thus ensuring that the system gives you details with drill down as you log in.
  - The dashboard can have your favorites configured as per your login so you need not go through a host of Menus to look for it. You can also set up Bookmarks for frequently used menus.
  - Reports can be emailed from the system directly or via a scheduler. **Trigger-based Notifications** can be sent through SMS / **Whatsapp** .
  - It is very useful to have automated information on your Smartphone / Tablet and that too in a summarized view.
  - The software is **browser agnostic** ( will run on every kind of browser )
  - The software is also OS-Agnostic and works on Mac machines, Windows machines, Windows Tablets and Windows Phones.



# JEWELLERY RETAIL MANAGEMENT POS - POINT OF SALE





## FEATURES



- BUILT-IN CRM.
- PROVISIONS FOR BOTH SINGLE AND MULTI-BRANCH RETAILING
- GOLD SAVING SCHEMES.
- BUYBACKS/ OLD GOLD/EXCHANGE SCHEMES AND THEIR REDEMPTION
- ORDER MANAGEMENT.
- CATALOGUING.
- CUSTOMER LOYALTY.
- INVOICING WITH FULL FLEDGED INTEGRATED FINANCIAL ACCOUNTING.
- MANUFACTURING WITH SUBCONTRACTORS/KARIGARS/JOB WORKERS
- REPAIR MANAGEMENT WITH TRACKING





## 1. POINT OF SALE ( POS)

### ✓ BILLING/ ESTIMATION

- THE SOFTWARE'S ENGAGING MODEL STARTS RIGHT FROM THE MOMENT A WALK-IN HAPPENS AT THE STORE.
- THE SYSTEM BEING **TOUCH SCREEN** / KIOSK FRIENDLY ALLOWS A CUSTOMER TO SELECT A PIECE WITH ALL SEARCH FILTERS AND PARAMETERS.
- ONCE THE PHYSICAL PIECE IS CHOSEN BY THE CUSTOMER, AN **ESTIMATION SLIP** CAN BE PRINTED FROM ANY DEVICE ( IPADS/ COMPUTERS ) GIVING THE PRICE WITH/WITHOUT BREAK-UP AS PER THE BUSINESS PRACTICE.
- THE BILLING PROCESS IN THE SOFTWARE IS SEAMLESS, FAST AND EXTREMELY SIMPLE TO EXECUTE.



## BUSINESS PROCESSES



THE SIMPLE JEWELLERY BILLING PROCESS DOES TAKE CARE OF ALL THE COMPLEX SCENARIOS.

- GOLD RATE OF THE DAY IF THE BUSINESS IS RUN AS PER **DAILY GOLD RATE**.
- CUSTOMER GOODS CREDIT TO BE ACCOUNTED FOR IF ANY.
- SALES RETURN TO BE ACCOUNTED IF APPLICABLE.
- PERPETUAL UPDATION OF CUSTOMER LOYALTY POINTS ONCE BILLED.
- ADVANCE PAYMENTS.
- BUY BACK CREDITS.
- **MULTIPLE MODES OF PAYMENTS** WITH MULTI-CURRENCY SUPPORT.
- ❖ THE ENTIRE BILLING PROCESS AFTER SELECTION CAN BE ACCOMPLISHED **IN 1 MINUTE** FOR AN EXISTING CUSTOMER PROFILE AND WITHIN 1.5 MINUTES FOR A NEW CUSTOMER PROFILE.
- ❖ THE DIGITALLY SIGNED COPY OF THE INVOICE IS AUTOMATICALLY MAILED TO THE CUSTOMER INSTANTANEOUSLY.





## BUSINESS PROCESSES



### 2. CUSTOMER LOYALTY

- CUSTOMER RETENTION IS ONE OF THE PRIME AREAS FOR A RETAILING SCENARIO.
- THE JEWELLERY RETAIL APPLICATION COMES WITH A BUILT IN CUSTOMER LOYALTY MANAGEMENT.
- THE VERSATILE BUT SIMPLE CUSTOMER LOYALTY ALLOWS A CUSTOMER TO CHECK IN ON THE NUMBER OF POINTS ACCUMULATED.
- AT THE TIME OF BILLING THE SYSTEM ALLOWS THE CUSTOMER TO **REDEEM** THE POINTS.
- REWARDS OF SHOPPING IN FORM OF POINTS ARE ADDED TO THE CUSTOMER PROFILE WITH A CLICK OF BUTTON PERPETUALLY.
- THE MORE ONE SHOPS THE MORE ARE THE REWARDS AS THE CUSTOMER IS AUTOMATICALLY UPGRADED TO **HIGHER LEVELS**.
- THE REDEMPTION AND BILLING CAN HAPPEN SIMULTANEOUSLY ON THE SAME COUNTER GIVING AN EXPERIENCE OF EASE TO THE CUSTOMER.
- SEA KEEPS UP BEING THE BACK BONE OF ADDING THE WOW EXPERIENCE IN JEWELLERY RETAILING.





## BUSINESS PROCESSES

### 3. CRM (CUSTOMER RELATIONSHIP MANAGEMENT.)

- CUSTOMER RELATIONSHIP MANAGEMENT HAS ALWAYS BEEN AN INTEGRAL PART FOR CUSTOMER EXPERIENCE AND RETENTION.
- THE RETAIL FRONT END STARTS WITH THE BASICS RIGHT FROM THE DAY A CUSTOMER PROFILE IS CREATED WITH DETAILS OF IMPORTANT EVENTS LIKE **BIRTHDAYS, ANNIVERSARIES** GETTING CAPTURED.
- THE SOFTWARE PROACTIVELY SENDS **REMINDERS** TO THE CUSTOMER CARE DEPARTMENT ABOUT UPCOMING EVENTS LIKE BIRTHDAYS, ANNIVERSARIES OF CUSTOMERS.
- THIS ALSO ALLOWS CUSTOMISED OFFERS TO BE MADE TO THE CUSTOMERS WITH SPECIAL DISCOUNTS ON THEIR SPECIAL DAYS.
- THE SYSTEM ALLOWS THE USER TO GROUP FAMILY MEMBERS TOGETHER SO THAT THE REQUIRED ANALYSIS AND OFFERS CAN BE MADE ON THIS GROUPING.
- CUSTOMER SPECIFIC **TRANSACTIONS ARE AVAILABLE AT ONE CLICK** SO THAT THE BUYING PATTERN/ ALL CUSTOMER QUERIES CAN BE ANSWERED IMMEDIATELY.



## BUSINESS PROCESSES

### 4. LOST OPPORTUNITY ANALYSIS

- **PROACTIVE ACTION** IS THE KEY FOR ANY RETAIL BUSINESS.
- THE RETAIL JEWELLERY SOFTWARE ALLOWS CAPTURING AND SOLICITING SALES TOO.
- ANY WALK-INS ARE DULY CAPTURED WITH THEIR RESPECTIVE REQUIREMENT/ INTEREST IN THE JEWELLERY.
- THE FOLLOW UP DATES AGAINST RESPECTIVE SALES PERSONS ARE CAPTURED.
- THE SYSTEM PROACTIVELY ALERTS THE SALES PERSON AND THE STORE MANAGER ABOUT THE **DUE AND OVERDUE** FOLLOW-UPS.
- AT THE END OF THE MONTH A SUMMARY IS SHOWN BY THE SYSTEM ABOUT THE WINS AND LOSSES OF EVERY SALES PERSON.
- SEA HELPS IN ANALYSING THE SALESPERSON'S PERFORMANCE AND PROACTIVELY WORK ON IMPROVING SALES.



### 5. EXCHANGE/ BUY-BACKS/ OLD GOLD PURCHASE.

- THE SYSTEM IS CAPABLE OF TRACKING AND GIVING VISIBILITY WITH TRANSPARENCY FOR EXCHANGE OF ITEMS AS PER THE BUSINESS SCENARIO. EXCHANGES CAN BE LIFE TIME OR A DEFINED PERIOD WITH AN EXCHANGE PERCENTAGE.
- **BUYBACKS ARE FULLY SUPPORTED** BY THE SYSTEM WITH COMPLETE VISIBILITY AND TRANSPARENCY ON VALUE AND WEIGHT OF GOODS.
- THE SYSTEM IS FULLY GEARED UP TO FACILITATE **OLD GOLD PURCHASE** AND TRANSPARENTLY SHARE THE ESTIMATED PRICE AS PER THE VALUATION.
- ALL THE ABOVE SCENARIOS IN THE SYSTEM ALLOW RESPECTIVE **CREDIT TO THE CUSTOMER** THUS ALLOWING THEM TO UPGRADE AND PURCHASE NEW GOODS WITH EASE.
- SEA HERE ALSO KEEPS UPTO THE COMPLEX JEWELLERY SCENARIOS BY KEEPING UPTO THE CUSTOMER CENTRIC VIEW OF " NEVER SAY NO "



### 6. ORDER MANAGEMENT.

- THE RETAIL SOFTWARE ALLOWS AND SIMPLIFIES THE PROCESS OF **MADE TO ORDER** ( BE-SPOKE) JEWELLERY .
- THE ORDER CAN BE BOOKED BY SHOWING THE COMPLETE MASTERS CATALOGUE OR EVEN TAKING UP THE DESIGN SUGGESTED BY THE CUSTOMER.
- ORDERS BEING TAKEN CAN BE VALIDATED WITH FIXED PERCENTAGE ADVANCE BEING MADE MANDATORY.
- THE **ORDER TRACKING** MECHANISM IS FULLY TRACEABLE.
- THE CUSTOMER CAN BE ENGAGED WITH IMAGES OF THEIR PIECE BEING SENT IN THE EMAIL AT VARIOUS STAGES OF PRODUCTION.
- ONCE THE PIECE IS READY THE CUSTOMER RECEIVES SMS AND AN EMAIL REQUESTING TO PICK UP THE JEWELLERY.
- SEA PROACTIVELY ENGAGES A CUSTOMER BY AIDING IN SELECTION AND THE PROCESS OF RECEIVING THE FINISHED PIECE.



### 7. REPAIR MANAGEMENT

- REPAIR MANAGEMENT, BE IT SMALL OR BIG IS FULLY COVERED IN THE JEWELLERY RETAIL SOFTWARE (S.E.A).
- THE SOFTWARE IS FULLY CAPABLE TO CALCULATE **LABOUR** / **METAL** / **WASTAGE** OR ANY OTHER MATERIAL USED FOR DOING THE REPAIR.
- THE USER/ BUSINESS HOUSE HAS THE CHOICE OF CHARGING FOR THE MATERIAL AND LABOUR OR GIVING IT FOR FREE AS MAY BE THE POLICY.
- COMPLETE TRACKING OF REPAIR ORDER WITH STATUS IS AVAILABLE AT A CLICK.
- ONCE REPAIR IS COMPLETE SYSTEM WOULD SEND AN SMS WITH AN EMAIL TOO TO THE CUSTOMER TO PICK UP THE PIECE CONTINUING WITH THE SPIRIT OF WOW RETAILING EXPERIENCE FOR THE END USER.



## BUSINESS PROCESSES



### **8. LAYAWAY.**

- SPECIAL ORDERS ARE FOR SPECIAL OCCASIONS AND THE SYSTEM BOOKS IT SIMPLY WITH A LAYAWAY.
- IT PROVIDES FOR ADVANCES/DEPOSITS BEING TAKEN WITH OR WITHOUT ORDER REFERENCES.
- THE DEPOSITS CAN BE LATER LINKED TO THE ORDERS OR EVEN DELINKED FROM AN EXISTING ORDER TO ANOTHER ORDER.

### **9. CUSTOMER CHECKS AND BALANCES ( IN MULTIPLES CURRENCIES / METAL).**

- THE SOFTWARE PROVIDES FOR CORRECT PAYABLES AND RECEIVABLES AT ANY POINT IN REAL TIME.
- THE **LEDGERS** ARE POSSIBLE IN MULTIPLE CURRENCIES.
- THE METAL BALANCES , ADJUSTMENT AGAINST METAL ARE ALL AVAILABLE ON DEMAND IN REAL TIME WITH A CLICK.



# BACK OFFICE MANAGEMENT





## 1. PRICING RULES

- THE SOFTWARE HAS MULTIPLE AND DYNAMIC FACILITY FOR DEFINING PRICING RULES.
- IT HAS THE SIMPLIFIED VERSION FOR **PRE CONFIGURED PRICING** WHICH COVERS ALL ASPECTS OF JEWELLERY RETAILING.
- SYSTEM PROVIDES FOR MORE COMPLEX " DO IT YOURSELF " PRICING STRATEGY AS WELL.
- PRICING HAS FLEXIBILITY TO WORK WITH RETAILERS OF **MRP BASED SELLING** OR EVEN DAILY GOLD RATE BASED PRICING.
- PRICING RULES ARE EMPOWERED THROUGH THE ROBUST ENGINE OF **FORMULA BUILDER** WHICH IS A SIMPLIFIED WIZARD BASED APPROACH TO DEFINE PRICES AND THE RESPECTIVE DEPENDENT CRITERIA.
- THE DYNAMIC JEWELLERY RETAIL INDUSTRY REQUIRES A DYNAMIC SOFTWARE WITH **DYNAMIC PRICING** ALLOWING THE BUSINESS HOUSES TO CHANGE AND IMPLEMENT PRICING STRATEGIES OVERNIGHT WITH ZERO DEPENDENCY ON THE VENDOR.
- SEA ACHIEVES ALL IN THE MOST SIMPLIFIED AND QUICK FASHION VIA CLOUD.



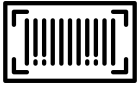
### 2. STYLE MASTER (BOM CREATION)

- MASTERS FOR THE JEWELLERY RETAILING IS THE **HEART** FOR THE SYSTEM AND THE BUSINESS TOO.
- THE RETAIL SOFTWARE ALLOWS THE MOST COMPLEX DEFINITIONS OF EVERY BILL OF MATERIAL EXTENDING TO 100'S OF ROWS.
- AT THE SAME TIME THE SOFTWARE IS CAPABLE OF HANDLING SINGLE LINE BILL OF MATERIAL DEFINITION.
- THE SYSTEM ALLOWS **MULTIPLE IMAGES AND EVEN VIDEOS TO BE ATTACHED TO MASTER** DEFINITION SO THAT CATALOGUING FROM MASTERS OR STOCK IS AVAILABLE AT A CLICK.
- DEFINITION OF ATTRIBUTES IS AVAILABLE AT A CLICK FOR THE MOST SIMPLE AND MOST COMPLICATED SCENARIOS.
- SEA KEEPS UP TO THE SCALABILITY OF DEFINING SIMPLE JEWELLERY ITEMS TO THE MOST COMPLEX ONES.



### 3. PROCUREMENT

- **PURCHASE** OF ITEMS WITH SYSTEM ASSISTED ARTIFICIAL INTELLIGENCE IS ALWAYS A WINNER IN RETAIL.
- THE SOFTWARE PROVIDES FOR PURCHASING WHAT IS NEEDED AND WHAT IS SELLING.
- THE SIMPLIFIED ROBUSTNESS OF THE SYSTEM ALLOWS VERIFICATION AT THE RIGHT STAGE SO THAT  
GOODS ARE PROCURED RELIABLY BUT IN A CONTROLLED ENVIRONMENT.
- JEWELLERY RETAILING SOFTWARE (S.E.A) ALLOWS PROCUREMENT OF :
  - ✓ RAW MATERIAL LIKE GOLD, SILVER, STONES.
  - ✓ DUAL UNIT OF MEASUREMENT IS SUPPORTED FOR STONES (CARATS AND PIECES).
  - ✓ ALL OTHER ANCILLARY ITEMS LIKE GIFT OR PACKAGING.
  - ✓ BULK BUYING OPTIONS IS DULY SUPPORTED.
  - ✓ FACILITY TO CREATE MASTERS AT THE TIME OF PROCUREMENT.
  - ✓ SIMPLE, EXTENSIVE, SECURED AND CONTROLLED IS THE WAY TO GO FOR PROCUREMENT DULY



### 4. BARCODING / RFID ENABLEMENT

- UNIQUENESS OF EVERY PIECE IS THE KEY TO JEWELLERY RETAILING.
- BARCODE AND THE LATEST RFID **TAGS** WORK SEAMLESSLY WITH THE SYSTEM.
- STOCK TAKE BASED ON BARCODE OR RFID WORKS WITH A CLICK AND VARIANCES ARE POINTED OUT BY THE SYSTEM.
- REPRICING IN THE SYSTEM DOESN'T WARRANT CHANGE OF PHYSICAL BAR CODES AND NEW PRICES ARE **AUTOMATICALLY FETCHED** WHEN THE BARCODE IS READ/SCANNED.
- BARCODES CAN BE SCANNED FROM A **HANDHELD SCANNER**/ PADS/ SMARTPHONES.
- S.E.A ACHIEVES THE BASIC FUNDAMENTAL OF ANYTIME/ ANYWHERE/ ANY DEVICE BY SEAMLESSLY SCANNING AND **BILLING** THE JEWELLERY PIECE RIGHT FROM THE COMFORT OF A TABLET.



## BUSINESS PROCESSES



### 5. JEWELLERY PRODUCTION (OUTSOURCED)/ REPAIR MANAGEMENT

- CONTROLLED AND **INFORMED** PRODUCTION CYCLE IS DESIRED BY EVERY RETAILER.
- THE SYSTEM ALLOWS PROCESS WISE OUTSOURCED/ IN HOUSE MANUFACTURING.
- IN OUTSOURCED MFG , PROVISION OF LINKING AND **TRACKING** IT WITH THE ORDER IS POSSIBLE.
- JOBWORKER/CONTRACTOR WISE **ALLOWABLE WASTAGE** IS DEFINED AND IS TRACKED FOR SETTLEMENT OF MATERIAL.
- THE SYSTEM IS DYNAMIC TO ALLOW SUBCONTRACTOR WISE PROCESS WISE STANDARD LABOUR PAYABLE.
- WITH ALL THE ABOVE COMPLEX SCENARIOS SYSTEM ALSO PROVIDES THE SIMPLIFIED TRACKING IN BULK ISSUE/ RECEIPT ALONG-WITH A REAL TIME RUNNING LEDGER.
- RIGHT FROM TRACKING EVERY DIAMOND SET IN A PIECE OF JEWELLERY TO THE RESPECTIVE SUB CONTRACTOR TO EVEN GETTING A BALL PARK TRACEABILITY ALL IS ACHIEVABLE IN THE SOFTWARE.





### 6. SCHEME AND LOYALTY MANAGEMENT

- ENTICING SCHEMES ARE THE BACKBONE OF RETAINING CUSTOMERS.
- IN THE BACK OFFICE THE SYSTEM ALLOWS THE DESIGNATED USERS TO **DEFINE SCHEMES** FOR GOLD SAVINGS.
- THE SAVING SCHEMES CAN BE OF MULTIPLE TYPES OR USERS CAN USE A PRECONFIGURED SETUP OF SCHEMES.
- THE SCHEMES ARE SEAMLESSLY INTEGRATED WITH POS, BILLING AND FINANCIAL ACCOUNTING AND CAN BE **FORECLOSED/REDEEMED** AT LATER STAGES.
- EVERY MONEY SAVED IS MONEY EARNED , THE SAVING SCHEMES SUPPORTED BY SEA ADHERES AND FACILITATES THE SAME.



## BUSINESS PROCESSES



### 7. MULTI BRANCH / LOCATION MANAGEMENT

- SYSTEM/ SOFTWARE SHOULD NEVER BE A DETERRENT FOR **EXPANSION** IN JEWELLERY RETAILING.
- THE SOFTWARE PROVIDES MULTI BRANCH / MULTI LOCATION FACILITY.
- STOCKS CAN BE **TRANSFERRED BETWEEN LOCATIONS** GIVING REAL TIME EFFECT.
- ANY SALES IN ONE LOCATION IS REFLECTED IN REAL TIME IN THE OTHER LOCATION TOO.
- GIFT VOUCHERS REDEEMED IN ONE LOCATION ARE IMMEDIATELY INVALIDATED THE VERY NEXT MOMENT FOR ANY FURTHER REDEMPTIONS IN ANY OTHER LOCATION.
- LOCATION WISE PROFIT AND LOSS IS ACHIEVABLE.
- ITS A CUSTOMER'S DELIGHT TO BE ABLE SELECT A JEWELLERY IN ONE LOCATION AND TAKE THE DELIVERY IN ANOTHER LOCATION IN A SEAMLESS MANNER.
- **CONSOLIDATION** IS AVAILABLE AT A CLICK.
- SEAMLESS BUSINESSES ACROSS GEOGRAPHIES ON THE CLOUD IS ALWAYS POSSIBLE ON SEA.





### 8. INVENTORY CONTROL/ MANAGEMENT

- THERE IS PROVISION FOR BOTH KINDS OF INVENTORY, FINISHED GOODS AND RAW MATERIAL
- THE SOFTWARE HAS A VERY ROBUST INBUILT VALIDATION TO ENSURE EVERY PIECE, CENT ,GRAM IS **TRACEABLE** IN THE SYSTEM.
- SYSTEM SUPPORTS **WEIGHTED AVERAGE** AS THE STANDARD VALUATION MECHANISM.
- BE IT LOCATION WISE INVENTORY, SPECIFIC BAR CODE OR A CONSOLIDATED PICTURE OF COMPLETE INVENTORY , THE SAME IS AVAILABLE AT A CLICK.
- CUSTOMER GOODS ARE HANDLED WITH EASE AND TRACEABLE RIGHT ACROSS THE SYSTEM.



## BUSINESS PROCESSES

### 9. FINANCIAL CONTROLS AND ACCOUNTING.

- RETAILING SOFTWARE COMES WITH A **BUILT IN FINANCIAL ACCOUNTING MODULE.**
- ALL THE RULES FOR APPROVAL ARE DEFINED IN THE BACK OFFICE.
- FINANCIAL ACCOUNTING HAS BRANCH ACCOUNTING TOO.
- PETTY CASH MANAGEMENT IS AN INTEGRAL PART OF THE SYSTEM.
- PERPETUAL POSTING OF ENTRIES IS FACILITATED IN THE SYSTEM.
- PROFIT AND LOSS WITH BALANCE SHEETS ARE DRILL DOWN-ABLE.
- SEA HELPS TO ACHIEVE SEE THROUGH VISIBILITY AT A CLICK TO GIVE THE TRUE PICTURE OF A BUSINESS

ANYWHERE, ANYTIME AND ON ANY DEVICE IN THE MOST SECURED CLOUD ENVIRONMENT



## BUSINESS PROCESSES

### ALSO COVERED / AUTOMATED

#### JEWELLERY RETAILING SOFTWARE CAN TAKE CARE OF :

- ✓ GOLD JEWELLERY.
- ✓ DIAMOND JEWELLERY.
- ✓ CHAINS.
- ✓ SILVER ARTEFACTS.
- ✓ SOLITAIRES.
- ✓ PEARLS.
- ✓ NOSE PINS.
- ✓ WATCHES.
- ✓ GIFT ITEMS LIKE PERFUMES.

# BUSINESS CONTROLS





## INTEGRATED BUSINESS PROCESS MAPPING

### RETAIL

1. Analyzing sales at retail is so common that the need of tracking the lost opportunity is ignored wherein it is rarely analyzed as to how many walk-Ins saw a piece of jewelry and how many walked out without buying.

**The above case requires capturing the right data of customer journey before sales.**

2. What is selling is always analyzed but which stock is not even being shown is rarely analyzed. This leaves a good capital invested. The problem could be of the stock, the showroom, salesperson, season etc..

**This scenario again requires the business process of items being shown to be captured and analyzed.**

3. Gross numbers: looking at sales from a very broad level might actually give a different picture.

It may be suggested that colour stone jewellery is doing good numbers. However, if one deep dives to bill of material wise profitability then the answers could differ, suggesting that the maximum contributor of profit is the diamond component of a particular category.

**The majority of retailers do not have component-wise price breakdown of cost and selling price leaving a major gap to fulfil the above case**



## INTEGRATED BUSINESS PROCESS MAPPING

### RETAIL

4. Omnichannel (with E-commerce) Push and Pull: This is such a critical mapping but 90% of automation attempt it in isolation of the ERP leaving a major gap in data. There have been instances of even the bill of material being different in Production & Retail and thus the pricing being erroneous.
5. Financial Accounting: perpetual accounting is missed by quite a few automations and the results are disastrous to mention the least.
6. The packaging boxes of jewelry is never accounted for by the majority of retailers. This however does contribute to a good number the moment volumes go up.

**Optimized usage and consumption on this front helps companies save capital.**



## INTEGRATED BUSINESS PROCESS MAPPING

### MANUFACTURING / SUBCONTRACTING

- ✓ Order management being a part of the system and seamlessly linked to the inventory helps automatically reserve items against a confirmed sales order.
- ✓ Purchase process with **Purchase Order** and Purchase Requisition ensures that the costs are validated and not manipulated.
- ✓ Dynamic pricing modules ensure that not a single penny is lost.
- ✓ Loss tracking and management for in-house or even outsourced manufacturing ensures the best traceability.
- ✓ Inventory for precious and semi-precious stones is generally mapped but mapping the consumables for a factory is equally important from the cost to availability perspective.



## CONTROLS

Controls are generally perceived and attempted with hard-bound rules as generic ERPs find it difficult to match up to the challenges of the jewellery industry.

### RETAIL & FINANCE

- **Purchase:** the purchase requisition to Purchase order with **Approval** system ensures no leaks.
- **Made-to-order scenarios** where the goods are made from a subcontractor, the labour rates, allowed losses are all controlled and exceptions are allowed by super admins. This ensures no leaks intentionally or unintentionally.
- **Pricing controls:** The standard pricing is controlled leaving no provision of manual interventions and maintaining the standard protocol.
- **Discounting at the Point of Sale:** This is controlled and beyond a threshold the approvals are sent to the authorized persons with visibility on profit. This is seamless and can be approved within seconds on the go.



## CONTROLS

### RETAIL & FINANCE

- **Credit limit** for customers ensures no unwarranted liability and is checked across business entities/ showrooms for even issuing goods on memo or sales.
- Complete **approval-based payments** with full visibility of even the digital invoice and last payment made to a vendor. These approvals can be sent via email or as per convenient methods
- E-commerce: control on shipping /order processing in case of online payments only after approval from the finance team to avoid fraudulent payments/payments not hitting the bank.
- Access-based controls of allowing movement of goods as per defined rules.
- Maximum stock levels with sub-contractor: the system allows to define the maximum stock levels for item BOM items with a sub-contractor. The system will restrict the user to issue more material than the allowed limit.

# AWS Infrastructure and its Benefits

## THE INFRASTRUCTURE ADVANTAGE : AWS

- It has multiple app servers and that too with a mechanism which is termed as Round-Robin.  
The beauty of such mechanism is that every request is automatically rotated within the three app servers which serve you. Also, at threshold of 70% peak, a new instance is automatically spun by the load balancer in the system thus having zero implication on the end user experience even on peak loads.
- The database stands upgraded to **Oracle 19C** and now runs on Linux platform. This was a huge change and was done to ensure safety and performance. Here we changed the way datafiles were handled. We were earlier using SFT (Small File Tablespace ) and have moved to a combination of BFT and SFT wherein majority would be BFT.



## Data Files Handling Mechanism

### Bigfile Tablespace Benefits ( BFT)

- The Bigfile tablespace simplifies large database tablespace management by reducing the number of datafiles needed.
- The Bigfile tablespace simplifies datafile management with Oracle-managed files and Automated Storage Management (ASM) by eliminating the need for adding new datafiles and dealing with multiple files.
- The Bigfile tablespace allows you to create a Bigfile tablespace of up to **eight exabytes** (eight million terabytes) in size, and significantly increase the storage capacity of an Oracle database.
- The Bigfile tablespace follows the concept that a tablespace and a datafile are logically equivalent.
- It improves the performance of the database.



## Multi AZ Environment

- The database servers are replicated real time for any fail-over mechanism, so this means a similar server configuration is available for every transaction as it gets saved. This is termed as a **Multi AZ ( Multi Availability Zones ) scenario**. in the earlier infrastructure, in case of fail over the uptime was 30 minutes to 2 hours depending on the size of the database. Here in the new setup, it is instantaneous and that too it happens automatically. this ensures **zero downtime** even if the primary database instance goes down.
- To further segregate the load, reporting server was separated from the live transaction server. This has led to provisioning of another server with oracle license. To facilitate real-time communication between the live transaction server and reporting server, another server has been provisioned for replication services which is termed as DMS services (Data Migration Services ). This server has to be of a very high-end configuration to ensure that replication is real time.



## S3 Buckets

### S3 Buckets For Image Security : *BENEFITS/FEATURES*

- Store your data in Amazon S3 and secure it from unauthorized access with **encryption** features and access management tools.
- S3 is the only object storage service that allows you to block public access to all of your objects at the bucket or the account level with s3 block public access.
- S3 maintains compliance programs such as PCI DSS, HIPAA/HITECH, FEDRAMP, EU DATA PROTECTION DIRECTIVE and FISMA to help you meet regulatory requirements.

All this while it has been understood that major source of Viruses, Malware, Ransomware are image files. S3 Bucket was the best solution for to circumvent this problem. Segregation of the storage of image files is also achieved.



## CDN Enabling in S3 :

- The current architecture has a CDN( Content Delivery Network) in place thus ensuring that the images are across zones in India.
- This ensures that the person accessing the ERP from Mumbai gets access to the S3 images from Mumbai and clients/users accessing the ERP images from Bangalore get the images from CDN network of AWS in Bangalore.
- This makes the accessibility of **images faster**.



## Compliance at AWS

The IT infrastructure that AWS provides to its customers is designed and managed in alignment with security best practices and a variety of IT security standards, including:

- SOC 1/SSAE 16/ISAE 3402 (formerly SAS 70)
- SOC 2
- SOC 3
- FISMA, DIACAP, and FedRAMP
- DOD CSM Levels 1-5
- PCI DSS Level 1
- ISO 9001 / ISO 27001 / ISO 27017 / ISO 27018
- ITAR
- FIPS 140-2
- MTCS Level 3
- HITRUST



## Compliance at AWS: More Info

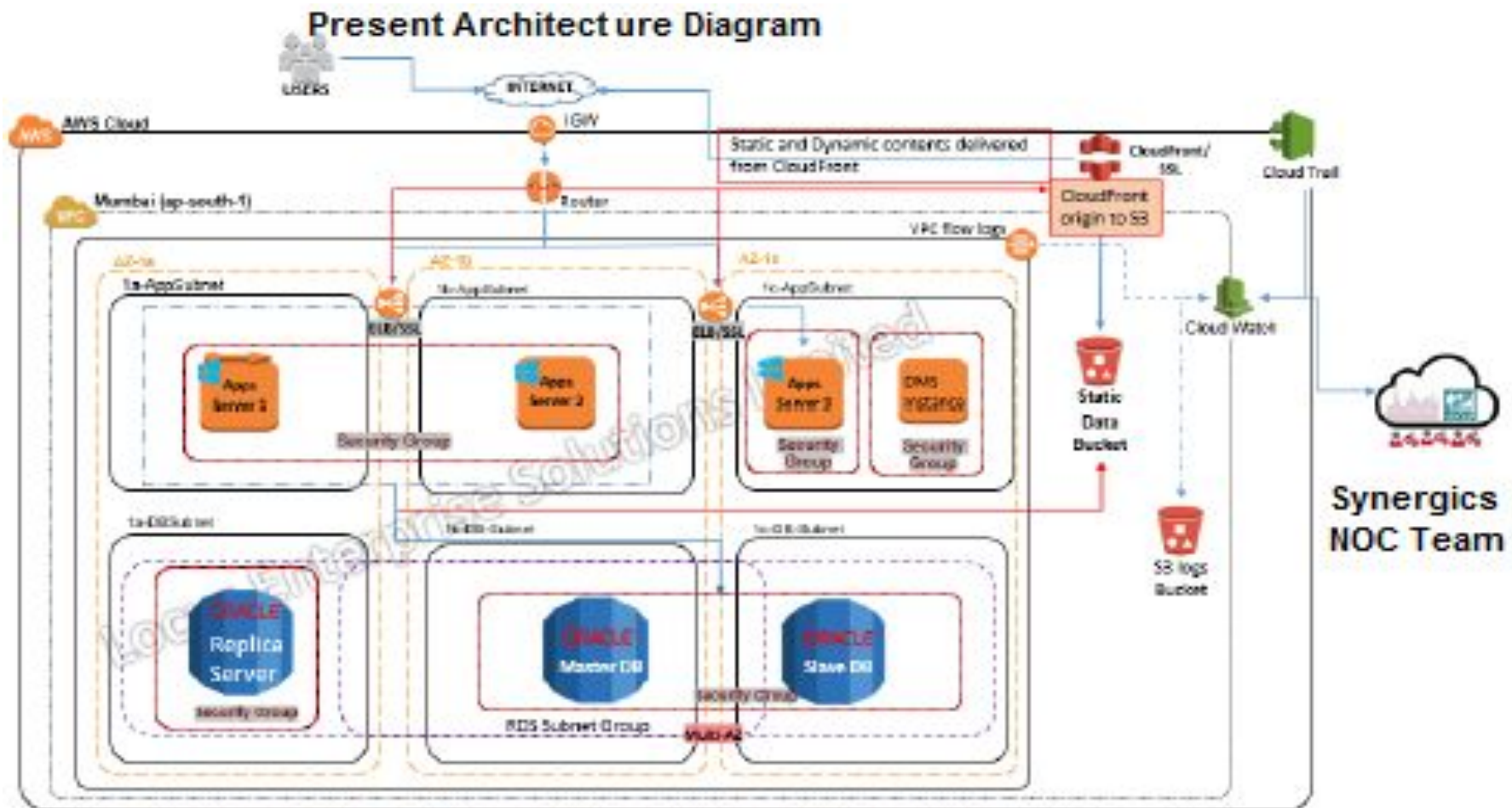
**Please browse through below links regarding more details / certifications on AWS compliance.**

- <https://aws.amazon.com/compliance/services-in-scope/>
- <https://aws.amazon.com/compliance/soc-faqs/>
- <https://aws.amazon.com/compliance/pci-dss-level-1-faqs/>
- <https://aws.amazon.com/compliance/hipaa-compliance/>
- <https://aws.amazon.com/compliance/iso-certified/>
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## AWS Infra Architecture Diagram

The Architecture diagram of the new infra looks like the one below :





## Technology Stack Details

REACT VERSION – BACK OFFICE	
<b>Front layer:</b>	<b>Microsoft Silverlight</b>
<b>Middle layer:</b>	Microsoft Dot Net 4.5
	Microsoft WCF data service foundation layer
<b>Backend Database</b>	Oracle version 19.0 Standard Edition
<b>Reporting software</b>	Crystal report
	Microsoft RDLC





## Technology Stack Details

POS	
<b>Front layer:</b>	Javascript , HTML, Ajax, JQuery
<b>Middle layer:</b>	Microsoft dot net 4.5
	Web API based on Microsoft vb.net, c#
	Web API based on node.js
	ElasticSearch
<b>Backend database</b>	Oracle version 19.0 Standard Edition
<b>Reporting software</b>	Crystal Report
	Microsoft RDLC



## Technology Stack Details

### DATA WAREHOUSING

AWS data lake for storing transactional data

AWS EMR for warehousing metadata creation

AWS Athena for querying

### BUSINESS INTELLIGENCE

AWS Quicksight



## CLIENT SPEAKS : OUR PAST.

### Feedback From Mr. Gopal from Titan who was posted in Caratlane as a Director When Titan took over Caratlane.



**Gopalrathnam B <gopal.r@caratlane.com>**  
to me, Sanjib, Mitesh

**Mon, Oct 7, 2019, 3:22 PM**

Dear Vivek, Sanjib, Mitesh,

After close to a year of assignment as CFO in Caratlane, I am moving back to Titan to head the Business Finance role.

The interaction with all of you in the last one year has been exceptional. I enjoyed interacting with each one of you, learnt many things and designed/delivered the best possible solutions in ERP/POSS. It is incredible as to how in such a short span of time we could do so many things together. I just list out the best of things that were deployed:

**1.Controls around inventory transactions, valuations and reporting-** Amazing given the operational issues we had when we started this journey.  
I can proudly state that you have one of the best solutions to manage inventory in this industry





## Client Speaks

**2. L3 Franchisee Module:** In my so many years of my industry experience, I wouldn't have thought of developing/implementing a module of this magnitude in 2-3 months time.

While we have provided the initial requirements, the kind of support and the advice/solutions offered by you were exceptional. I must admit that without those solutions, L3 module would not have come up in a way that the team experience today. Thank you all for this education

**3.EOD Management at the stores:** Have eased out many tensions/frictions between retail stores and finance team

There are many such solutions that has helped us to manage our finances better and helped us to report timely/quality financials to Caratlane management/Board. Thank you for all that

I will fail in my duty if I don't mention the help that you have provided us in introducing Felix. He is truly remarkable, adding significant values to the business. He is always my go to person if I get struck/wanted something urgently. Thank you so much for that



## Client Speaks

I will fail in my duty if I don't mention the help that you have provided us in introducing Felix. He is truly remarkable, adding significant values to the business. He is always my go to person if I get struck/wanted something urgently. Thank you so much for that

If one thing I could advise you (sorry if you don't like that word) is the inventory transaction level costing with financial accounting entries. Believe me, it will make the ERP even more reliable/credible.

Great memories and thanks for that!

You can always reach out to me in my titan mail id: [gopalr@titan.co.in](mailto:gopalr@titan.co.in). My mobile number remains unchanged.

My best wishes to all of you for great years ahead and best of health.

Regards,  
Gopal



# Clients Speaks : Hazoorilal Legacy , New Delhi

Inbox (3) - vivek@synergicsyste... Sea ERP for Jewellery Pricing, Fea... +

softwareuggest.com/sea-erp#user-reviews

Apps + Order Status 17062... Personal & Corpora... Gmail + LATEST PROJECTED... + KNOWLEDGE BASE... + NEW REVENUE MO... + Cash Flow - Synergi... Reading list

## Sea ERP for Jewellery ✔ ★★★★★ 4.3 (7 reviews)

Visit Website
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**HAZOORILAL LEGACY**

Overall rating  
★★★★★

Features  
★★★★★

Ease of use  
★★★★★

Value for money  
★★★★★

Customer support  
★★★★★

**IT IS A COMPLETE PACKAGE. IT IS AN ASSET AND TOOL FOR BUSINESS GROWTH.** Oct 06, 2021

THIS SOFTWARE IS EASY TO OPERATE, PROVIDES GOOD MIS REPORTS, GOOD SUPPORT SERVICE, EASY TO UPGRADE. IT HAS IMPROVED EFFICIENCY AND ALSO SAVED MAN HOURS.

**Pros**  
IT SAVES MAN-HOURS AND PROVIDES GOOD MIS REPORTS. IT IS VERY EASY TO OPERATE.

**Cons**  
MODIFICATION /EDITING OF HEADS CREATED ARE DIFFICULT TO EDIT/ MODIFY

**Do you think Sea ERP for Jewellery delivers value for the money spent?**  
Yes

Have Questions?  
We can help!

Get personalized recommendations from our experts on call!

+91

Get Offer - It's Free

ENG US  
 12:44  
 06-01-2022



# ACCREDITATIONS



## ACCREDITATIONS



### **1. CARE RATED**

CARE IS A PIONEER IN RATING MECHANISM FOR SMS'S. THE AGENCY TRULY AND TRANSPARENTLY JUDGES SMS'S AS PER THE GROUND REALITIES OF THE COUNTRY.

SYNERGICS HAS BEEN RATED BY CARE AS SME 3 WHICH IS INTERPRETED AS "ABOVE AVERAGE" AS COMPARED TO SME'S IN SIMILAR SIZE.. THIS IS IN TURN SPEAKS VOLUMES ABOUT THE STABILITY OF A COMPANY BUILT FROM SCRATCH.

SYNERGICIS STANDS TALL TODAY WITH ITS ACCOMPLISHMENTS :

- ✓ AN ETHICALLY PROFIT MAKING ORGANISATION FOR MORE THAN A DECADE.
- ✓ ZERO DEBT COMPANY.
- ✓ 100% INTERNALLY FUNDED.
- ✓ DEDICATED CSR ACTIVITY.





## ACCREDITATIONS



### **2. SOC 2 TYPE II CERTIFIED**

SYNERGICS IS SOC 2 TYPE II CERTIFIED FOR ITS SOFTWARE, IMPLEMENTATION AND DATA CENTRE SERVICES.

#### **JOURNEY OF SOC 2 TYPE II :**

THE SERVICE ORGANIZATION CONTROL (SOC) 2 TYPE II EXAMINATION DEMONSTRATES THAT AN INDEPENDENT ACCOUNTING AND AUDITING FIRM HAS REVIEWED AND EXAMINED AN ORGANIZATION'S CONTROL OBJECTIVES AND ACTIVITIES, AND TESTED THOSE CONTROLS TO ENSURE THAT THEY ARE OPERATING EFFECTIVELY.

SOC 2 IS BASED ON POLICIES, COMMUNICATIONS, PROCEDURES AND MONITORING.

THE SPECIFIC TRUST SERVICE PRINCIPLES MUST BE MET IN ORDER TO SUCCESSFULLY ACHIEVE CERTIFICATION.

- ✓ **SECURITY:** THE SYSTEM HAS CONTROLS IN PLACE TO PROTECT AGAINST UNAUTHORIZED ACCESS (BOTH PHYSICAL AND LOGICAL).
- ✓ **AVAILABILITY:** THE SYSTEM IS AVAILABLE FOR OPERATION AND USE AS COMMITTED OR AGREED.
- ✓ **PROCESSING INTEGRITY:** SYSTEM PROCESSING IS COMPLETE, ACCURATE AND AUTHORIZED.
- ✓ **CONFIDENTIALITY:** INFORMATION THAT IS DESIGNATED AS "CONFIDENTIAL" IS PROTECTED.
- ✓ **PRIVACY:** PERSONAL INFORMATION IS COLLECTED, USED, RETAINED AND DISCLOSED PROTECTION.





## ACCREDITATIONS



APPLICATIONS AND SOFTWARE DEVELOPED BY A SOC 2 CERTIFIED ORGANIZATION MUST BE DEVELOPED FOLLOWING AUDITED PROCESSES AND CONTROLS. THIS HELPS ENSURE THAT APPLICATIONS AND CODE ARE DEVELOPED, REVIEWED, TESTED, AND RELEASED FOLLOWING THE BEST PRINCIPLES IN LINE WITH THE CERTIFICATION.

THE RESULT IS AN APPLICATION THAT HAS BEEN DEVELOPED UNDER AN AUDITED PROCESSES AND CONTROLS TO HELP ENSURE THE HIGHEST LEVEL OF TRUST AND SECURITY.

TYPE II CERTIFICATION CONSISTS OF A THOROUGH EXAMINATION BY A THIRD PARTY FIRM OF AN ORGANIZATION'S INTERNAL CONTROL POLICIES AND PRACTICES OVER A SPECIFIED PERIOD OF TIME. THE PERIOD OF TIME IS TYPICALLY SIX MONTHS TO ONE YEAR. THIS INDEPENDENT REVIEW ENSURES THAT THE ORGANIZATION MEETS THE STRINGENT REQUIREMENTS SET FORTH . WHEN TRUSTING AN APPLICATION WITH HIGHLY SENSITIVE AND CONFIDENTIAL INFORMATION, SUCH AS PASSWORDS, DOCUMENTS AND SECURE IMAGES, OBTAINING HIGH LEVEL CERTIFICATION IS IMPERATIVE.

### **2. VAPT CERTIFICATION (VULNERABILITY ASSESSMENT & PENETRATION TESTING )**

### **3. VPAT CERTIFICATION (VOLUNTARY PRODUCT ACCEPTANCE TESTING)**



# Get In Touch

We welcome an opportunity to review your RFP or meet to discuss how our capabilities and services can benefit your company.

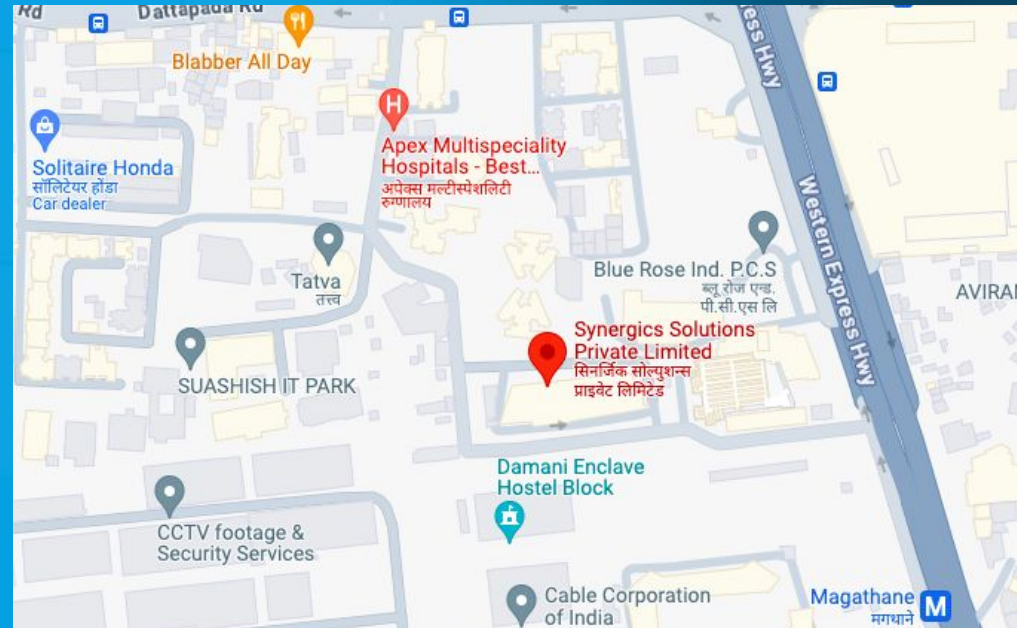
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THANK YOU

