

EazyERP Offers Tally Integrated Solutions for Global Growth

ERP Equips SMEs to Gain Competitive Advantage

Even while the ERP systems have become the most common IT strategy for most of the large scale enterprises, small businesses in India, by and large, feel vary of implementing ERP in their operations. A lot of small scale enterprises choose to rather play the waiting game. The implementation of an ERP, more often than not, is department specific or need-based.

“Of late, in view of the fast changing business ecosystem in India, more and more SMEs are feeling the need to strategize their business operations and are now moving towards ERP systems,” Says Kunal Singhal,

Managing Director, Eazy Business Solutions, an IT endeavor of 'Singhal Group' engaged in empowering SMEs in various sectors with comprehensive Enterprise Solutions. “They need to adopt a proactive approach towards

ERP and consider it as a business solution rather than a mere IT solution,” adds Kunal.

Incorporated in 2007, Eazy Business Solutions, over the years, has built up credibility winning accolades for its distinguished services in the SMEs space by helping enterprises to better strategize their business solutions to draw their growth trajectory. The company has since been honoured with awards like 'Fastest Growing Indian Company Excellence Award' and 'India's top 100 SMEs', in a short span.

SME WORLD interacted with Kunal Singhal recently.

What's the principal 'focus' behind EazyERP?

In India, SMEs are the backbone of the economy and are today faced with global competition. Therefore it becomes imperative for them to look for means of responding to the dynamic markets. ERP systems have become the most common IT strategy for most large companies. SMEs too are moving towards ERP systems. They need to adopt a proactive approach towards ERP and

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EazyERP's focus is in improving the productivity and competencies of a SME enterprise. As large number of MSME's are using Tally, EazyERP being the World's first Tally integrated ERP is a preferred choice for Indian SME's looking for global presence.

What is the USP of your initiatives?

Keeping in mind the budget conscious SMEs, EazyERP offers unique model of unlimited users at one license.

Additionally, EazyERP being Tally integrated ERP, it cuts down the cost and time to move accounts and finance. Moreover, EazyERP can be customized to any extent as per the clients' business requirements.

What are the challenges involved?

Majority of the SMEs do not think of long-term business strategy but focus only on survival. They think of change only when the business begins to fail as a result of not keeping track of the



Kunal Singhal, MD, Eazy Business Solutions

For any business, it is very important to have an independent flow of information and operational processes. SMEs largely being people dependent often find themselves in critical situations, when an employee quits the organization or is absent unexpectedly for some time. ERP being process driven saves SMEs from such difficult situations.

changing market scenario. The firms which survive and grow are the ones which have the ability to take risks and respond to the changing circumstances. SMEs are largely unable to appreciate that an ERP system allows them to gain competitive advantage and respond quickly to the dynamic market scenario.

What are the general ERP issues faced by the SMEs?

Though the market for ERP seems to be growing, there are several issues and challenges one has to contend with when implementing an ERP system in the SME segment. There is a low level of awareness amongst SMEs for ERP applications etc. most of the time they do not even know what ERP systems are and what they can do. They consider ERP systems to be a magic wand, which will help solve all their business problems, be it in terms of quality, or process defects. Additionally, SMEs have the perception that ERP is meant only for large firms mainly owing to the high costs of acquisition, implementation and maintenance as also the complexity. Some of the SMEs even feel they do not need ERP. Moreover, SMEs have heard of the much-publicized failures in ERP implementation. This has led SMEs to believe that ERP implementations are a waste of time and effort.

How SMEs can avail of the solutions offered to go to next level?

In India, an SME faces many challenges in handling and streamlining their business processes as they grow and expand. If their processes are not streamlined, they will not have a 360 degree view of all their business process and may end up losing critical business data which may help them to grow faster. For this reason, it is very crucial that the company selects a perfect ERP Solution which suits their business process to streamline and unify all the business processes from sales, marketing, and finance to customer service.

Often an SME entrepreneur argues that



they have their own systems and also excels and spreadsheets which help them keep all their data together and they do not need an ERP Solution, or are thinking for purchasing a system later on when they are growing.

However a fast growing SME with global vision, needs an ERP Solution for many reasons, few are :

- **Improve consistency and Accuracy** – An ERP solution helps to provide consistency and accuracy when the information stored by the organization is inconsistent and inaccurate and departments are not properly integrated. Keeping a right ERP, which suits the business model, in place helps ensure that all the organisation's crucial information are managed and maintained in a consistent manner.

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- **Serve as a Helping Hand for the Employees** – When data is maintained in spreadsheets and excels, there is a lot of manual work and updating which the Sales Team requires doing on a daily basis and their valuable time goes in filling out data. Now imagine that the daily

reporting work of the employee is reduced as they can update their CRM and ERP Solution from anywhere and anytime from any device and print the reports readily from the system, thereby saving their time and increasing productivity.

- **Operational Efficiency** – Imagine if the management can view all data from Sales pipeline to customer service and after sales procedures, in a single view, how much more control will they have over their processes and reduce leakages and disruption in services. This is what exactly an ERP Solution helps the organization to do. Be it start-ups or SMEs, they need to have a total control over their processes.
- **Process dependency instead of people dependency:** For any business, it is very important to have an independent flow of information and operational processes. SMEs largely being people dependent often find themselves in critical situations, when an employee quits the organization or is absent unexpectedly for some time. ERP being process driven saves SMEs from such difficult situations.

EazyERP allows the firm to do just that.

Most of the SMEs in India are not technology savvy; how can your solutions drive them into a robust and workable ERP?

Absolutely right! SMEs are not very tech savvy and their use of computing is limited to using emails and web browsing. This is a challenge but also

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presents an immense opportunity to build software for the sector. If the software is good, it can be incredibly useful for SME to improve its productivity. And this is what is happening. Tally is selling accounting software. It is now a household name. Moreover, we at EAZY realize the importance of implementation stage of an ERP and hence use a hand-holding approach for training with executives.

How affordable are your solutions?

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EazyERP has specifically been designed keeping SME's budget constraints in mind. This solution aims at cutting down the overall cost of ERP involved in its deployment. Unlimited users at one license, no expenses concerning new hardware devices, open source database are some of the few technical aspects that brings down the cost of ERP to a big extent.

Masala ,Ujala Pumps, Hindustan Pumps , Pigeon , Kamdhenu Group etc.

About Kunal Singhal

Kunal Singhal is a self- motivated, humble & dynamic young entrepreneur whose key interest lies in setting up new ventures. Being a fellow member of Institute of Chartered Accountants of India (ICAI), Kunal started as a partner with a 30 years old CA firm founded by his father S K Singhal. Kunal is also a partner to the renowned real estate developer, Krish Group based in Bhiwadi.

In a span of 8 years handling Financial and Real Estate Business, Kunal has fair exposure of SMEs and thus recognize the challenges and constraints in their adaption of ERP solutions to manage their business. Being tech savvy and his exceptional zeal for IT enablement of the organizations, Kunal stepped into setting up EAZY Business Solutions (EBS), flagged off with EazyERP in the year 2007.

Eazy ERP was a unique concept in itself being the 1st Enterprise level ERP which was integrated with Tally to use it as its finance module, thereby eliminating the need of the organizations to shift their accounting system. He has achieved immense success with these product and catering even national level brands with their ERP.

His success in the ERP business reflects his positive attitude towards his work and dedication to his professional and service orientation. He has demonstrated leadership qualities since his school days when he was the School Head Boy, or the president of Rotract Club. His professional strength lies in innovative& visionary approach, a personality which reflects the best qualities in all round leadership.



concerning new hardware devices, open source database are some of the few technical aspects that brings down the cost of ERP to a big extent. Therefore, our clients base has increased many folds over last few years and incudes some well-known SME brands such as MDH, Ashok

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Do you have any training modules for the SMEs?

Yes. We regularly organize awareness workshops in various industrial clusters particularly for SME's. Additionally, we have training programs for students and client site training programs. The results of our efforts have been quiet good and such initiatives also help us in getting feedback from our customers for continuous improvement in our service and delivery.

What are your growth plans in coming years?

At EazyERP, we plan to identify and appoint channel partners in various regions of the country. Additionally, we are focusing on international markets mainly in the AMEA Region ie. Asia, Middle East & Africa. We are also in the process of developing and introducing few more products.