



Lam Soon Singapore is part of the Lam Soon Group, with operations in a number of Southeast Asian countries. It sells its own branded food, drinks, and household items, and also distributes consumer products for other companies.

Benefits

- Improved staff productivity has helped generate a 30% increase in sales
- Access to accurate source data has allowed employees to take on new challenges
- An empowered, mobile sales force can make better business decisions and serve their customers better

Industry

Retail and Consumer Goods —
Food & Beverage

Country or Region

Singapore

Customer Size

119 employees

Number of Users

30 NAV users

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Pte. Ltd.

<http://www.lamsoongroup.com/>

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www.winspiresolutions.com

Singapore Consumer Goods Company Achieves Increased Prosperity with Upgraded ERP

“With improved staff productivity, we are now able to bring in more product to generate more profit for the company. We may achieve S\$100 million in sales—a 30% increase.”

Cayson Chia, Financial Controller, Lam Soon Singapore Pte. Ltd.

Business Needs

Lam Soon Singapore Pte Ltd produces and distributes quality foods and household products in the country and Southeast Asia region. While the company was growing, it was keen to expand its business and take on new clients. However, its growth was shackled by old systems with staff spending much time keying in data to obtain accurate reports.

In 2014, Lam Soon deployed Microsoft Dynamics NAV 2013. Now, staff can make better-informed decisions and the company has seen a 30% increase in sales, ushering in an era of prosperity.

A Trusted Company Needs to Trust its ERP Software

“Building brands you trust”: This motto is the foundation of Lam Soon, which has operations in Malaysia, Thailand, Vietnam, and Singapore. The award-winning company both manufactures and distributes hundreds of some of the best-loved products throughout Southeast Asia, such as the Naturel organic food line and Knife Cooking Oil. The Lam Soon product range is extensive, spanning cooking oils, food products, beverages, as well as household cleansers and personal items. The company’s products are available across Southeast Asia as well as Africa, the Pacific Rim, and the Middle East.

Incorporated in 1950, Lam Soon Singapore began to trade rice and cooking oil throughout the island, and rapidly developed a wide range of products. Its reach is extensive, encompassing both supermarket chains and local shops. In spite of the company’s success, Lam Soon executives did not rest on their laurels. They wanted to strengthen the brand’s presence in

Cayson Chia

Financial Controller
Lam Soon Singapore Pte. Ltd.

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Singapore, with increased market share and new products. Lam Soon also distributed products for other organizations, and the company’s leaders were eager to expand this service.

By 2012, it was clear that Lam Soon’s legacy ERP system was hindering the company’s growth potential. Its ERP customer support was quite limited, as this product underwent a series of different corporate owners, one after the other. The software was also difficult to use, and it did not easily offer accurate, real-time source data. “It was almost impossible for staff to generate something as simple as an accurate sales report. We constantly had to request reports from IT,” recalls Cayson Chia, Financial Controller, Lam Soon. “To make matters worse, people often had to wait up to a week to get the information they needed.” When staff in different departments compiled reports, they often got different results. Employees could spend days figuring out which data set was the most accurate. This lack of accurate, centralized information also resulted in multiple people inputting the same data in multiple contexts. Warehouse data had to be keyed into both the old ERP system and the warehousing software. Sales personnel would spend evenings and weekends laboriously keying in orders they had taken. “The situation was terrible,” admits Mr. Chia.

Solution

ERP to be the Brains behind the Company’s Massive Warehouse

The implementation team was very clear on what they needed: user-friendly ERP system, offering accurate, real-time data so that people in different departments could obtain the same results. But Lam Soon also required its ERP software to interface effectively with its state-of-the-art, automated warehouse.

By 2012, as the company was selecting its new ERP software, it was also choosing a fully automated warehouse management system (WMS). The Lam Soon warehouse is massive, with shelves up to nine stories high, accessed by robots and machines. The required ERP system must be able to both transmit all sales information to the WMS software and give the robots the correct location of each item in the warehouse.

While the implementation team considered both Oracle and SAP, they were leaning towards Microsoft Dynamics NAV 2013. The company that produced Lam Soon’s WMS software was familiar with Microsoft Dynamics NAV, and was confident it could do the job. Microsoft Gold Certified Partner Winspire Solutions Pte Ltd came on board to help Lam Soon implement the solution.

Members of the Lam Soon implementation team were very concerned about a difficult deployment, as they required some tough customizations

Lam Soon's Technology Environment

Servers	SQL Server
ERP system	Microsoft Dynamics NAV 2013
Business database	MS SQL
Line-of-business systems	NAV

involving very complex pricing information. "We have many different pricing categories," notes Mr. Chia. "For example, a bottle of water can be sold at many different prices, with varying discounts, promotions, and customers." Winspire accepted the challenge, and its engineers spent months immersing themselves in the complexities of retail pricing. Winspire staff listened closely, and completed the implementation in seven to eight months. Mr. Chia concludes that "Winspire did the job perfectly. Really, they did better than we had ever expected." The engineering team was so committed to a smooth January 1 rollout that they spent New Year's Eve at the warehouse. The company moved its warehouse to its new premises in October 2013, with its WMS fully implemented. Lam Soon proudly rolled out Microsoft Dynamics NAV 2013 on New Year's Day, 2014. There was no disruption of service to the customers. Training the staff, already familiar with Microsoft Office 365, was completed seamlessly.

Benefits

Increased Sales, Improved Reporting, Enhanced Mobility

Lam Soon staff now have all the information they need at the click of a button. Using real-time data, they can generate financial, sales, and inventory reports. Sales staff key in orders once, and that order is automatically logged into both Navision and the company's WMS software. Employees can now spend time on more productive tasks, so Lam Soon has been able to accept more companies to distribute their products. The result? An impressive increase in sales.

A 30% Sales Increase

Lam Soon staff are no longer hindered by an inefficient ERP program and are able to take on new challenges. As a result, company leaders can confidently embark on a path of growth. "We are producing new items and accepting new clients," enthuses Mr. Chia. "With improved staff productivity, we are able to bring in more product to generate more profit for the company. We may achieve S\$100 million in sales—a 30% increase."

Easy, Accurate Reporting

Today, Lam Soon employees can easily compile their sales, marketing, and financial reports. Now that every department is sharing the same accurate source data, people can confidently make decisions based on the information they get. Staff no longer spend time figuring out whose data set is the most accurate. "What used to take weeks now takes hours," notes Mr. Chia.

A Mobile, Empowered Sales Force

Lam Soon sales staff no longer have to spend their evenings keying in sales orders back at the office. They all have tablets, with immediate access to the company's online Microsoft NAV website. Sales people can instantly check inventory, see if a customer still owes the company money, and enter orders.

The moment an employee enters the data, the stock is immediately reserved and on its way to the customer. "This mobility is fantastic," says Mr. Chia. "It allows us to plan and be more responsive to our customers."

Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)
- [Learn about partner solutions available in the Microsoft Dynamics Marketplace](#)

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www.microsoft.com/dynamics

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