

## Case Study: **ANS JEWELRY**, India.

*How ANS Jewelry automated their business process so as to retain their customers by serving them in a better way with innovative solutions among the growing jewelry retail competitive pressure.*

### COMPANY PROFILE



ANS is a traditional and trusted name in jewelry, established in 1928 and today as a fourth generation family of jewellers dealing in Gold Jewelry, Silver Ware, Diamond Jewelry and Platinum Jewelry. ANS Jewelry is a BIS license holder for Hallmarking scheme which is legally validated purity in the jewelry, situated in the new and developing business district Swarnapuri in Salem, India offering products in a shopping area of more than 8,000 Sq.ft spread over two floors with a pleasant ambience.

### BUSINESS CHALLENGE

Full control over their Suppliers, Dealers, Employees and their customers with the existing application is their challenge. With the existing inventory management system customer retention is the other challenge. Keeping their Accounting system in the traditional way as well with their first generation accounting application makes them to wait for long time to perform single operation which is one of the major challenge.

### BUSINESS SOLUTION

Altech proposed JewelStar POS, a web based custom Retail solution developed on .Net technologies to handle their entire business process including Inventory and Business

Accounting in a secured manner with relatively faster performance. JewelStar POS developed in the following modules as part of Jewellery Retail Management System.

- Inventory Management
- Purchase Management
- Supplier / Smith Management
- Sales Management
- Chit Management
- Financial Business Accounting

ValueInsight is a flagship Business Intelligence product, which have been provided to ANS for analytical reporting purposes. The product installed and the metrics requirements were gathered, particularly to measure the fluctuating rates in minutes for different commodities at different locations which is configured and delivered to ANS to have User Defined Reports.

Outlet billing system were integrated along with barcode scanner, precise weighing machine and a userfriendly POS display.

Powerful reports are generated based on their requirements. Reports such as Purchase Order, Sales Order, Repair Order, Chit Reports, Ledger Report, Day book, and so on.

Control over their employees attendance and authoring rights by integrating thumb reader mechanism which is a fool proof system for their secured access.





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### BENEFITS FOR ANS JEWELRY.

Complete automation of their Business process with a faster performance and secured application offers them to expand their business with better management.

User defined reports are much supporting on their decision making for their ongoing business. Business intelligence provides them the Analytical report with hourly time grain.

Web based application makes it easier to deploy & maintain to serve their online customers from domestic and overseas.



### CONTACT US:



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### PROJECT HIGHLIGHTS

- Closer working between Altech team and ANS jewelry's implementation team makes the application in a wonderful shape.
- Data Conversion of more than 4,000 items from their existing system to the new application were done so as to go on live in a smoother way.
- Application was implemented gradually in a phased manner and training were given to the stake holders completely in each and every phase as well at the end of final delivery too.
- Compatible application for future upgrade with changing technologies in hardware as well software.