

Customer Success Story

“Kingdee K/3 is an automatic production control line. With Kingdee K/3, you have a rule to follow and feel sure about everything.” Says Zhang Yueyun, Manager, Production Dept, Fuda



At A Glance

Company Name

Fuda Electric Appliance Co., Ltd

Industry

Electronics

Location

Ningbo, China

Profile

Fuda is the leading supplier of vacuum cleaners in China and went public in 1996. Its output is exported to over 100 countries.

Employees

2, 300

Website

www.fuda.com

Key Challenges

- Formulate product-line-based strategy
- Increase visibility within the supply chain
- Ensure product quality and reduce costs

Existing Environment

Kingdee K/3

FUDA

KINGDEE AND FUDA TEAM UP TO KEEP HEAD IN COMPETITIVE ELECTRONICS MARKET

Just as vacuum cleaners must be enhanced and innovative to be appealing, so must the processes supporting the manufacturing of those products also be constantly improved to be effective. To keep competitive, Fuda decided to implement Kingdee K/3 Electronics Industry Solution in 2001.

BUSINESS CHALLENGES

Rapid product commoditization makes the consumer electronic products market a very competitive space. Finding a better way to meet the challenges is a key for survival. In the competitive market, Fuda had to streamline the business process for overall nimbleness. The company also wanted to get a better handle on the buying trends of customers by capturing customer information. Most recently, the company sought to increase visibility within the supply chain. With better visibility from customer to factories within the Fuda organization, it hoped to enable faster, more effective inventory replenishment to retailers.

Fuda implemented a famous foreign ERP system before, and subsequently grew hyper fast in a short time. But the system lacks in integration across business and finance, accuracy of the product costs, supports unsuitable financial practice, needs high maintenance costs etc, which cannot meet the requirements any more. Thus Fuda sought to find a more suitable IT system.

KINGDEE SOLUTIONS

In 2000, Fuda implemented Kingdee K/3 for its core financial, inventory management and purchase, sales, production components to provide improved functionality. As the market leader even then, Kingdee is identified as the corporate direction. The president for Fuda strongly endorses the ERP concept and, consequently, Fuda was one of the first on board with this strategy.

To address identifying customer buying trends, Fuda applied the solution to capture the lifecycle of the customers. In 2001, Fuda enhanced its visibility to customer information. The sales module realizes overall management of the sales process, It combine sales with plans, production and inventory. The integration across Kingdee modules assists Fuda in achieving the accomplishment – the integration of finance and business.

In response to the challenge to reduce inventory throughout the whole demand chain from stores to customer warehouses to Fuda distribution centers, Fuda implemented Kingdee inventory module. The implementation has two thrusts: improving visibility into demand through collaboration with key customers and faster, more effective inventory replenishment.

K/3 is not just core financial and sales distribution type of software to application and processes that extend right through the enterprise out to the customer (consumer, dealer, stores) and back through supply chain. It's not a definite strategy to always implement new applications, but it is a definite strategy to go looking for better ways to support business.

BENIFITS

After implementing K/3, Fuda got quick Effect as follows:

- Lowered inventory by 30%
- Lowered inventory damage by 30%
- Capital turnover improved by 18%
- Overall finance planning improved
- Work efficiency improved by 15%

The benefits of integration to break down interdepartmental barriers were a key driver in Fuda's initial selection of Kingdee K/3. The ERP enables the company to achieve cost savings and efficiencies on the transaction side. Kingdee K/3 enable your success and help you to stay competitive!



ABOUT KINGDEE

Founded in 1993 and listed on the Main Board of Hong Kong Exchanges in 2005, Kingdee has grown into a major enterprise software vendor in Greater China and has been progressively expanding to Asia Pacific. Currently, Kingdee has more than 400,000 customers, 3,200 employees, 1,000 partners, more than 40 offices and 700 developers in Asia Pacific. Kingdee enterprise software suite includes ERP, CRM, KM and BPM. Kingdee has already conformed to CMM4 and ISO9001 international standards. The corporate vision of Kingdee is to become the leading SME ERP software vendor in Asia Pacific and one of the top ten enterprise software providers in the world by 2010.

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