



PT. Mandiri Graha Persada leverages Microsoft business solutions on the cloud to drive growth

Smarter work | Greater flexibility | Better business performance



About the client

Headquartered in Jakarta, PT. Mandiri Graha Persada (PT. MGP) is a leading importer of alcoholic beverages in Indonesia. The company wanted to replace its existing Microsoft Dynamics NAV solution with a system that could support its current and future client needs.



Results

The Microsoft suite of solutions and sa.global Sales on The Go will enable PT. MGP to:

- Work smart by optimizing financial and inventory operations
- Enhance business performance through sales teams that are empowered in their daily operations
- Gain greater operational agility and adapt to evolving client needs and market landscape



Solution

sa.global proposed the implementation of a suite of Microsoft solutions that could help the company scale. PT. MGP deployed Microsoft Dynamics 365 Business Central, Microsoft Dynamics 365 Sales, Microsoft Power Apps, and sa.global Sales on The Go to drive the transformation of the business.

“Thank you to the sa.global team for the outstanding performance and collaboration with the MGP team on this project. We now have a robust technology platform to support our business. We are now more stable, connected, and flexible to expand and grow.”

- Hendra Cipta Setiawan, Head of Commercial, Mandiri Graha Persada

Client overview

PT. Mandiri Graha Persada has 10 sister companies involved in the distribution, importing, and retail of alcoholic beverages. Over the past 15 years, the organization has grown into a leading importer of alcoholic beverages in Indonesia. The company supplies the world's leading liquor brands to eleven distributors across ten regions in the country.

The need to move beyond the existing system and move to the cloud

PT. MGP was using a heavily customized Microsoft Dynamics NAV 2013 solution. While the solution had served the company well, it became increasingly evident that the system could not keep up with their growth and emerging requirements. They knew they needed a flexible and modern system that could meet their financial and operational needs, and recognized this as a powerful opportunity to embrace the cloud.

“The move to the cloud allows us to be a lot more agile. It allows us to take advantage of new features, opens the door to new possibilities, and keeps us moving forward.

- Hendra Cipta Setiawan, Head of Commercial, Mandiri Graha Persada

In addition, PT. MGP was looking to empower their sales division and distribution channel to understand the market's unique opportunities and gain a larger market share. They wanted a Customer Relationship Management (CRM) system that would help their team gain insights from existing client needs as well as prepare for prospective client requirements. Above all, they needed technology that could adapt to their growth, rather than having to adapt their processes to align with technology limitations.

“We wanted a centralized source of information about our distributors and customers. We needed to connect with our distributors and importantly, build the flow of data between the distributors and the head office. We felt Dynamics 365 brings our customers, distributors, and the head office closer together.



Selecting the right partnerships to drive infrastructure modernization

It was critical for PT. MGP to find a partner that could help them modernize their infrastructure, enable these changes, and support their plans for future expansion. They chose to work with sa.global as the team had specific knowledge about the business processes involved in the alcoholic beverages industry, e-commerce and marketplace integration, and large-scale distribution and logistics. sa.global's prior experience of working with businesses of similar sizes and having similar processes cemented PT. MGP's decision.

“ *It was important for us to work with a partner that understands this vertical and collaborates with us to achieve each goal. When we realized the sa.global team would work well with our key users, we were ready for the way forward.*



Levelling-up the technology stack with sa.global and the Microsoft suite

As PT. MGP had been a Dynamics NAV user for years and was familiar with the Microsoft environment, sa.global proposed a combination of solutions – Microsoft Dynamics 365 Business Central, Microsoft Dynamics 365 Sales, Microsoft Power Apps, and sa.global Sales on The Go – that could address their concerns in their business operations. The capability of Dynamics 365 Business Central to enable access everywhere and the prospect of having a system that is always available to drive their sales channels (which are open 24/7) are factors that influenced their selection of this solution.

Furthermore, acutely aware of the downside of choosing disparate solutions, PT. MGP chose Microsoft Dynamics 365 Sales so they could have a single, integrated, and connected platform.





Moving to a right-fit solution suite to fortify the business

With the Microsoft tech stack, PT. MGP will experience significant improvements in their financial management, purchases, warehouse management, and inventory processes. They will also have the following benefits:

- Fewer manual processes
- Management has real-time access to reports from across the business
- Streamlined sales with POS transactions from outlets and web orders now synced to Dynamics 365 Business Central through real-time interfacing
- Ecommerce team can analyze and strategize on top-selling products, promotions, campaigns, and logistics through business insights that are accessible in real-time with Power BI
- A connected and exceptional sales experience for the sales team with Dynamics 365 Sales
- Ability to track purchase orders, payments, and sales figures with sa.global's Sales on The Go – a sales collection module built on Power Apps

Laying the foundational blueprint for scaling

The goal of this project was to lay down a strong technological base that enables the team at PT. MGP to drive business transformation. With this implementation, the organization benefits from greater operational agility through apps which integrate people, insights, and processes – they can count on a single source of truth that allows for adept decision-making. They can also capitalize on the Microsoft Business App cloud, which provides the extensibility needed to transform their business while they scale at their own pace.

PT. MGP will rollout the solution for other entities. The efficient and automated processing bolsters PT. MGP's plans to expand as they aim to open 60+ stores.

“MGP is now positioned to push for continued success and growth. We look forward to collaborating with the sa.global team to support us on the journey ahead.”

- Hendra Cipta Setiawan, Head of Commercial, Mandiri Graha Persada



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