

# mbas ERP streamlines operations for one of world's renowned and oldest organization



## Industry

 Manufacturing and Distribution Writing Instruments

**1.33+ Billion RM**  
Revenue

Customer since  
2008

## Company Size



**35+**  
International & Local  
Subsidiaries

**1800+ Employees**

**186+** years since inception

## History

1838

Date of Incorporation,  
Hannover, Germany

1929

Invented the "Fountain  
Pen"

2005

Pelikan International  
Corporation Berhad  
("Pelikan  
International") listed  
on Bursa Malaysia  
Securities

## mbas Value Proposition



360 Degree  
business view



Reduced  
procurement  
costs



Optimal utilization  
of organizational  
resources



mbas is Device,  
Browser, OS agnostic



Flexible and  
configurable



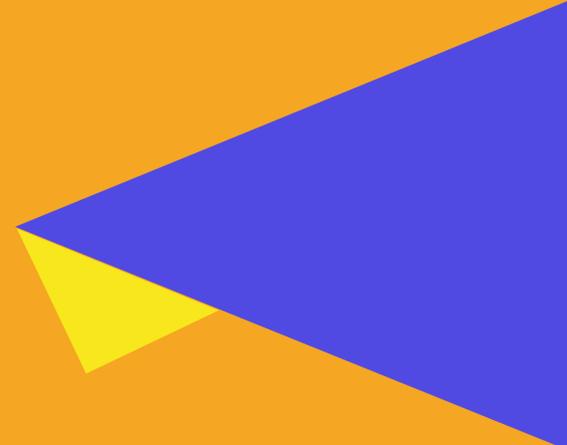
Increased  
financial visibility



Ease of handling  
multi currency

## The Customer

Pelikan International Corporation Berhad, a public listed company on the Bursa Malaysia Securities is an internationally operating company with German roots. With over 180+ years of excellence, pelikan specializes in producing writing instruments, stationery supplies, art and hobby paints, and printer consumables for school, office and home purposes. **Pelikan Middle East FZE**, a wholly owned subsidiary in Dubai distributes pelikan products worldwide.



## Challenges

In any given period for Pelikan Middle East FZE around 30% of the orders had to be drop shipped, which means coordinating with the manufacturing facility to directly ship the items to the customer.

A cumbersome process to handle manually as it creates additional steps in document handling like, creating a goods receipt note (supplier side process) and issuing of delivery note (customer side process) even though the items physically don't enter Pelikan Middle East FZE's premises.



**Sales Stock Reservation**

With over 15+ sales personnel processing over a bulk of orders at any given point of time, there was a strong need to reserve the procured items against the orders. Manually equipped, they had to choose a reservation strategy that allowed reserving of items after the items were received at the warehouse. This created inconsistency across the system as even though an order was procured by one sales person it could be claimed-as-reserved and delivered to fulfill a different order by another sales person.

This resulted in delayed order fulfilling especially for orders promised-on-time resulting in decreased customer satisfaction and low employee morale.

Knowing the volume of the orders was critical at the time of delivery to decide on the mode of transportation and the carrier type. It was a lot complicated to manually arrive at this data without errors.



**Shipment Planning**

## Solution

The **drop shipment feature** part of the logistics module from mbas seamlessly integrates sales order through order fulfillment. The system will automatically generate a goods receipt note completing the vendor side process, followed by a dispatch note which completes the customer side process without any manual intervention. Pelikan can now know the exact details of an order without having to deal with the additional steps in document handling.

### Solution deployed

**"mbas Industry Trading Solution"**

**On-time order fulfillment increased from 35% to 90% because of backlog orders monitoring and drop shipment process automation**

The **advanced inventory management module** by mbas offers flexibility in storing CBM data which, helps in saving volume based information thus, bringing in efficiency to the process and saving a lot of time in creating and maintaining the “volume records” for every order.

mbas using a **FIFO logic** automates the process of **reservation** based on the required delivery date of the order and the order requested date. This substantially avoids manual intervention of the sales team thus, bringing in transparency across the system and helping in timely execution of the orders based on priority.

**Customer satisfaction up from 45% to 95%**



**For more information, talk to us today.**

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