

  
**vasista**

Innovation through high  
quality research



**milkosoft**  
Cloud-based Dairy ERP

“Effective innovation is the key for achieving profitable growth in Dairy sector”

Dairy industry plays a vital role in rural wealth creation across the globe. Dynamics of supply chain for rural produce are fast changing with rapid urbanization. Changing lifestyles, health consciousness, advancements in bio-technology, packaging and newer delivery channels influence consumer preferences and directly impact the food supply chain. In contrast to other rural produce, dairy industry over the years has mastered the art of dealing with a highly perishable commodity. However, the industry faces numerous challenges - reaching out to rural areas, procuring milk of varying standards, competitive environment, hard negotiations with retailers, etc. Production planning and processing has been a constant struggle for the Dairy Industry. Obsolete IT technologies plague the industry with silo systems perpetuating inefficiencies. Traditional ERP's being highly capital intensive, do not fit the dairy IT budgets.

In spite of these numerous challenges, India the highest milk producer in the world. High population, increasing per capita consumption of milk and favourable Government agrarian policies create tremendous potential for further growth in Dairy industry. State-run dairy co-operative federations and corporate sector are driving the multi-fold increase in market share of the organized sector. Dairy margins are always under pressure with intense competition. While dairy co-operatives aim to maximize returns for the members, corporate sector aims at aggressive growth plans. Effective innovation and improving operational efficiency are key for achieving profitable growth in the Dairy sector. Advances in dairy technologies, conscious shift towards quality and compliance with food regulations are forcing the industry to adopt Cloud-based Dairy Resource Planning solutions.



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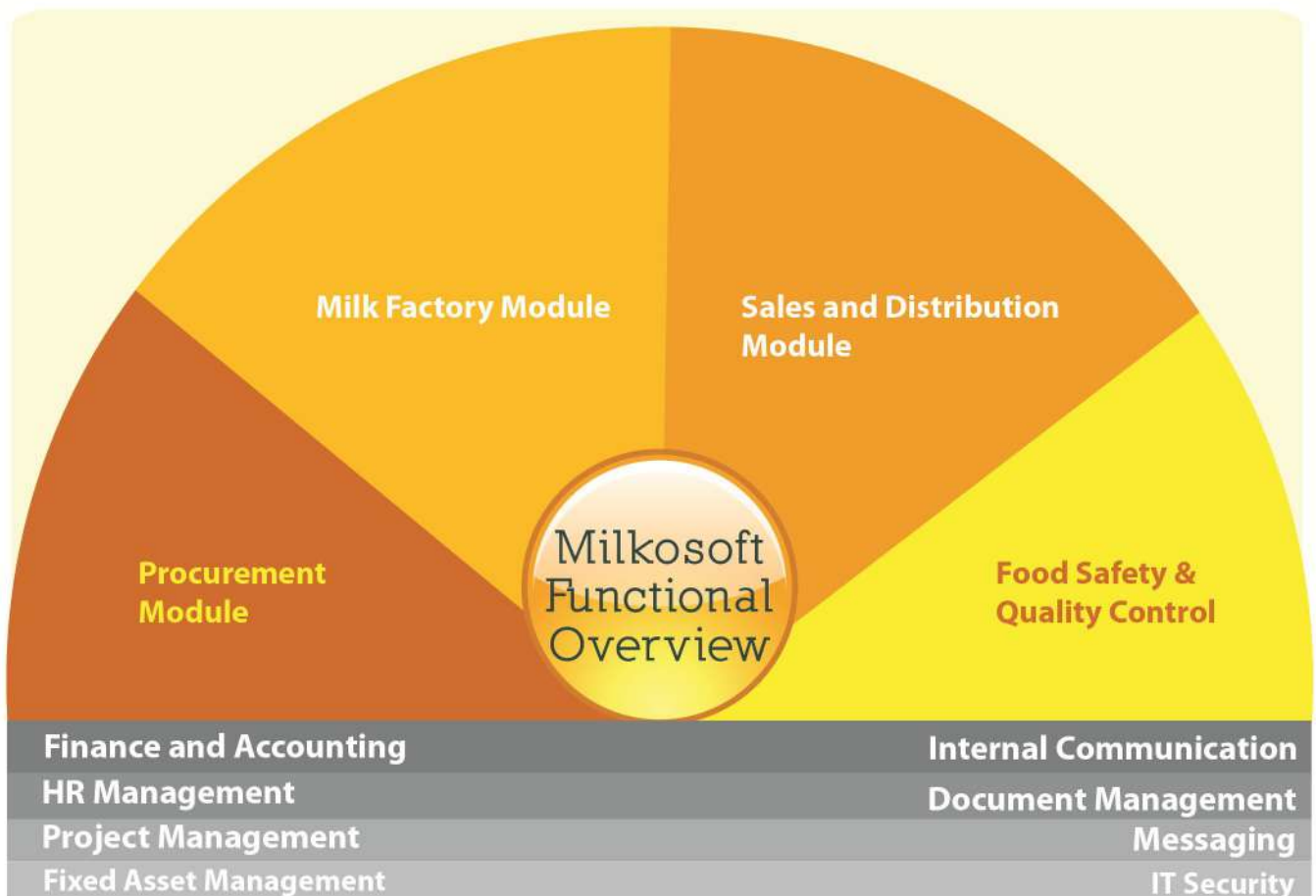
## Milkosoft Overview



Milkosoft is a path-breaking Cloud-based Dairy Resource Planning software, first of its kind in India, developed jointly by Vasista and Andhra Pradesh Dairy Development Co-operative Federation (APDDCF). Milkosoft has been designed based on inputs from senior dairy consultants with decades of experience and covers all aspects of dairy supply chain.

**Procurement Module:** Centralized update of procurement masters like rate charts and quality control parameters eliminates mischief by intermediaries in implementing policies across the regions. System generated milk bill SMS notifications to milk producers builds confidence in the farmer community. Real-time information of AM/PM milk collection data with Fat and SNF details is always available to procurement managers. Google maps integration of collection centers facilitate head of procurement to plan raw material logistics.

**Milk Factory Module:** Dairy engineer can log-in from any location to plan next day's production. Dairy process arithmetic tools to work out condensation, reconstitution,







“Vasista's cloud -based Milkosoft is a disruptive technological innovation that redefines ERP. Control dairy operations from your mobile”

pasteurization, etc., are at his finger tips. Quantitative reconciliations of curdled milk, drained milk are achieved through integration with milk flow meters avoiding manual errors in production costing. Batch-wise production tracking and bar coding of products offers instantaneous information on stock movement.

**Sales and Distribution Module:** The system captures all types of milk sales including Cash, Milk Cards, Special Order, Credit, etc. Multi-channel indent capture (through phone, mobile, internet) offers great flexibility. Truck-sheet generated at a click of a button captures shift-wise, route-wise, area-wise and agent wise sale of milk and offers performance metrics to marketing department. Integration with various banks, e-Seva, credit card service providers offers multiple payment options to business partners.

**Food Safety and Quality Control:** Seamless integration of milk quality control processes right from procurement through product sale. Flexibility to set higher quality standards helps the dairy to differentiate from competitors.

Other key business solutions like HR management, Finance and Accounts, compliance with tax laws, etc. add great amount of discipline and transparency to attract loan funding from banks or equity funding from investors into your organization. Office solutions like document management and internal communication are complimentary offerings from Milkosoft.

Hon'ble Minister for Animal Husbandary Sri. P. Viswaroop launching e-Commerce Module. Dr. Md. Ali Rafat, IAS, VC&MD, APDDCF looks on.



## Technical Highlights

Milkosoft is a well architected light weight solution, evolved out of dozens of man-years of R&D, designed to scale to millions of transactions per day. All communications carried out using secure https protocol (same technology used for internet banking) ensures complete data confidentiality. The software being operating system and database agnostic can be deployed on all major OS and database platforms.

In contrast to traditional ERPs which are notorious for their longer implementation cycle at times causing serious disruption to business activities, innovative architecture of Milkosoft allows rapid implementation of the solution. Being a cloud-based solution the software need not be deployed on client's machine. The application can also be accessed from web-enabled devices like iPhone, iPad, tablets, etc.

Common platform for all the users, processes and data within the organization creates unparalleled efficiencies in running the business. Milkosoft is a well architected and highly scalable product with flexibility to integrate with any other related systems and devices. You can enrich your corporate website with e-commerce features to meet expectations of new generation customers.

“Milkosoft is a well architected and highly scalable product with flexibility to integrate with any other related systems and devices.”

	Cloud-based ERP
	Multi-user, role-based secure access control
	24/7 access from anywhere.
	No software installation and maintenance.
	Access from any web-enabled device.
	Encryption Technology to keep data safe.

Sri. Praveen Prakash, IAS, VC& MD, APDDCF launching Sales and Distribution Module for APPDDCF, Hyderabad.

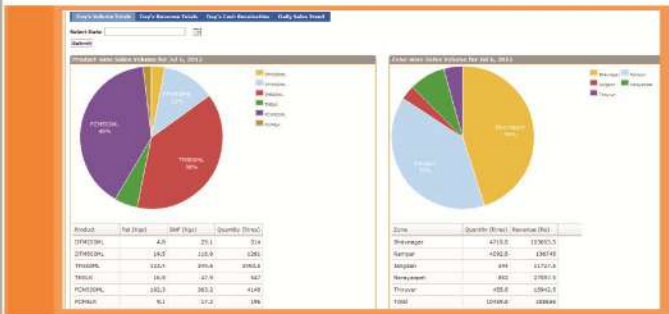




## Management Dashboard

Milkosoft provides intuitive management dashboards that highlight Key Performance Metrics to all the key decision makers.

Google maps integration offers at-a-glance profile of procurement and distribution networks. This can enable better logistic management for your raw material and finished goods. Vehicle tracking system compliments minute to minute monitoring of stock movements.



Real-time depiction of product-wise and zone-wise sales with profit figures help top management in evolving pricing strategies.

Trend analysis of milk procurement helps you in mitigating risks of drop in procurement levels in lean season.



Spl.Chief Secreary, Govt. of Andhra Pradesh Sri.S. Bhalerao, IAS launching Milk Procurement Module for Krishnaveni Dairy, Vijayawada.

## Why Milkosoft

**Cost:** In a typical ERP 30% of the cost goes to upfront sale price, i.e., license cost of software. As against commercial software, Vasista's Milkosoft carries the advantage of zero licensing cost.

**Ease of Implementation:** ERPs have got a bad reputation for being extremely complicated and very expensive to implement. Complexity of design and technology and versatility of the product are key issues to be considered. Milkosoft has a well designed flexible architecture that makes the implementation easy.

**Ease of Customization:** Milkosoft offers wide range of dairy functionality with a very flexible data model to accommodate any new functionality and measures up to the largest available commercial alternatives. The flexibility offered helps the dairy to accomplish nearly anything including e-commerce, inventory and order management, accounting, milk plant operations, human resource management, facility management and fixed asset management.

**Ease of Integration:** Another important feature is ease of integration. Milkosoft architecture contains features where practically every service can be exposed for thirdparty integration. Live implementation with payment gateways, e-seva, A.P Online, banking and Credit card products

vouch for the Milkosoft's integration capabilities.

**Ease of Use:** Ease of use is an under-recognized critical success factor. Surveys from KPMG on customer satisfaction have put ease of use at the top, and ease of installation close behind. Most managers realize the importance of getting staff to buy into a new ERP system. If it is difficult to operate, or hard to install, it's not going to be used and will turn into a huge expensive disaster. Milkosoft provides a very intuitive user interface enabling end users to perform all their operations with minimal training.

"Vasista's pay-as-you-use model enables you to avoid capital investment risks associated with upfront payment for IT implementation offering instant return on every penny spent"

	Traditional ERP	Milkosoft Advantage
<b>Hardware Cost</b>	Servers Network End-User Machines	<del>Servers</del> <del>Network</del> End-User Machines
<b>Software Cost</b>	Cost of Software (License fee) Cost of Operating System Cost of Software AMC	<del>Cost of Software (License fee)</del> <del>Cost of Operating System</del> "Pay as you use" charge
<b>Implementation Cost</b>	Customization Testing Going Live	Customization Testing Going Live
<b>Maintenance Cost</b>	Database Administration OS Administration Software Administration	<del>Database Administration</del> <del>OS Administration</del> <del>Software Administration</del>

## About Vasista

Vasista is a consulting firm focused on development of products to implement best practices among Indian enterprises. Vasista's Milkosoft has been designed to be a comprehensive Dairy Resource Planning Solution that can be readily used by Indian Dairy Industry. Vasista has proven track record of implementing the solution for various sizes right from small private dairy to large state-run Milk federations. Vasista's systems help businesses stay organized and in control of their operational and financial data.

### Find out More:

To learn more about how Vasista can work with you to achieve higher levels of business success,

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