

# Implementation of BUSY – Accounting Software



## Business Context

Religare Finvest Ltd. is a subsidiary of Religare Industries Ltd. The organisation was incorporated by Religare to facilitate investment in the metal gold. The organisation deals in the sale of gold coins. As gold coin is an expensive item and is not within the reach of a common man, the organisation prepared a scheme through which the buyers would be able to pay the cost of gold coin through various installments. The scheme involved booking of gold coins from the customers and creating monthly installments for the same. Once all the installments are paid by the customer, the actual delivery of goods i.e. gold coin takes place. This attracts general buyers a lot as they can pay in multiple installments. The organisation on the other hand earns its profit from the interest amount paid by the customers. The organisation operates through branches in different cities in India. Their delivery model involved meticulous order tracking and logistics.

## Challenges

### Order Tracking

Once the scheme is operational, the organisation would be getting orders. Correct tracking is crucial to

successfully execute them. The organisation wanted to dispatch the order only after receiving the payment. Thus, a robust and a meticulous order management system was desired.

### Logistics

The organisation had to ensure accurate delivery of the coins. They wanted to assign a unique ID to every coin in order to track it effectively and map it correctly to the corresponding order placed by the customer. The organisation wanted to avoid any discrepancy and also make sure that the customer receives the gold coin as booked by them.

### Head Office/Branch Office Operations

The organisation wanted to operate through a network of branches in multiple locations. The hurdle now was the management of data of all the branches at a centralised location i.e. the Head Office. The order could be booked from any branch, but routing of the delivery should happen only through the Head Office. Moreover, the organisation wanted to restrict branches from unauthorised access to data. Certain checks and controls were also desired.

We have been associated with BUSY since the start of our gold coin project. The software has managed our operations in a wholesome manner ensuring smooth functioning at our office. The support provided to us by BUSY has been exceptional.

## Solution

Enterprise Edition of BUSY was evaluated by the client and it addressed all the concerns of the management of Religare Finvest. The management was initially apprehensive about the viability of BUSY to their business but gradually as they observed the features and the solutions provided by BUSY's implementation team, they became more assured of the product.

### Purchase Order

BUSY suggested the use of order management module of BUSY to handle the complex order tracking system.

### Item-wise Serial Numbering

BUSY suggested that each gold coin should be given a unique serial number in order to make sure that the customer gets the correct delivery of gold coins. Correct tracking of the coins was now done through the item serial numbering module of BUSY.

### HO/BO Model

BUSY suggested its online model of Head Office/Branch Office to ensure efficient functioning of branches and smooth exchange of data. The HO/BO module of BUSY

## Benefits

- Smooth flow of data across branches and Head Office
- Faster and hassle-free billing
- Accurate delivery of goods
- Instant display of records on very voluminous data

offered strong checks and controls to avoid misuse of data at the branch level and restrict BO to interfere with HO data/operations.

## Key Message

With BUSY, managing operations became easier for Religare Finvest

## About BUSY

BUSY was introduced to the SMEs at the IT ASIA' 94 exhibition held at Pragati Maidan, New Delhi. The product is the brainchild of Dinesh Gupta and Rajesh Gupta who worked round-the-clock to develop the software and tailor it to the needs of the SME segment. The development and production of the software was solely aimed at promoting the growth of the SMEs by providing a software solution that is simple to use, powerful and scalable. As expected, the product was an instant hit with this segment. 1,000 successful installations within a short span of two years from 1994 to 1996 is a testimony to the product's potential. Confident with its success and increased acceptance, they founded Busy Infotech in 1997. BUSY grew at a steady pace till 2004 when VAT was introduced. The introduction of VAT proved to be the turning point for BUSY. The visionary approach of its founders made the transition very smooth and the product adapted exceptionally well to the VAT transactions. With more than six lakh happy customers and 1.25 lakh installations, BUSY is now one of the leading accounting softwares in India. The organisation operates through a robust network of more than 250 channel partners and 5,000 resellers. Currently, BUSY has presence in over 20 countries with South Asia, MEA and Africa being the stronger markets.

**BUSY, an integrated business accounting software for micro, small and medium businesses**

## Contact

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