

TITAN Industries



A little about TITAN Industries.

Titan Industries Limited is a joint venture of the TATA Group and Tamil Nadu Industrial Development Corporation (TIDCO). It is India's leading manufacturer of watches which it markets under the Titan and Sonata brand names. It enjoys a 25 per cent share of the total domestic market - more than three times the size of its nearest competitor - and close to a 50 per cent share among nationally recognised brands.

Its other business activities cover clocks and jewellery. In a short span of time, the company has built an enviable reputation for its corporate practices, products and services.

The company's growing pains.

IT was HP's strong hold for 10 years at Titan Industries. But Titan Industries were looking for the "right" solution that could provide the competitive advantage to India's leading watch manufacturer.

Titan was looking for solutions that provided the following benefits:

- Efficient supply chain management, leading to improved raw material sourcing and effective management & supply of watches on a day-to-day basis to multiple locations in the country.
- Better control of raw materials and improved ordering mechanism.
- More accurate MIS reports and statistics.
- Web-based online order acceptance from wholesalers and dealers to eliminate manual processes like release orders.
- Storage solution for archiving the data back-ups.

The IBM solution.

IBM gave Titan a simplified solution.

Team IBM had the 'right' solution that could provide the competitive advantage to India's leading watch manufacturer. As SAP APO production servers, two IBM eServer POWER5 systems with logical partitions were selected. IBM HACMP Cluster Software was implemented on these servers to provide high availability. IBM eServer xSeries 345 server was chosen to run SAP APO Optimiser.

Details	
Application	SAP APO
O.S	AIX
Platform	eServer pSeries POWER5 system

The result - Titan ticks away.

The IBM solution has simplified and improved the IT infrastructure for Titan Industries. The benefits include - low total cost of ownership, efficient supply chain management, improved raw material sourcing, accurate MIS reports & statistics, Web-based solutions and storage solution for archiving the data back-ups.

In short, IBM has given a solution that reduces the overall cost of production and increases efficiency, thus giving Titan a competitive advantage in the marketplace.

