



DATA INTEGRATION APPLICATION (DIA™)

THE NEW GENERATION DATA INTEGRATION TOOL

COMMON SCENARIO IN SMEs

Small and Medium Enterprises (SMEs) today are greatly challenged by the competition on one hand and the rising costs due to business intricacies on the other hand. Day to day business decisions based on these challenges reflect on the Balance Sheet. The profitability of an enterprise depends on how well these are handled. While competition encourages innovation, but without channeling innovation into improved processes, business functions and business objects on a day to day basis, a business may never become continually successful. Many SMEs today are fighting internal battles to control costs, and yet produce better than competition.

A key battlefield to be won is data integration and information update within the Enterprise, even though automation of business functions maybe in place. Most of the SMEs have subscribed to the IT tools and their use on a day to day basis. However, very few (less than 5%) have ensured that the information flow from one process or function to another is integrated and the staff in various functions has updated information about the same business object. The prohibitive costs of an ERP implementation across the enterprise and keeping the upfront expense of training and retaining people to make and keep it running makes the SME management decide to continue with the existing tools and applications, again in line with their cost control exercise. The result is that most of the time the managers are seen grappling day to day operational issues instead of focusing on the business and keeping careful watch on market forces to steer their business through the world of competition.

Take an example. An apparel distributor or a retail merchant may be using a particular application for his inventory, point of sale and distribution, but uses altogether another application for his accounting and taxation needs. Similarly, a Pharma enterprise might be using a particular application for capturing customer orders, getting license approvals for Pharma production and producing Pharma Drugs, but uses another application for its taxation and accounting needs. Since different people handle different departments and different requirements on a day to day basis, their

focus is completely divergent. However, to the Management both functions are important and for them information flow across the business functions should flow smoothly, to meet the targets of organization. Only then does the intelligent decision making follow.

COMMON SOLUTIONS ADOPTED

The most common solution is staff calling on phones or exchanging information in MS Excel sheets to get the desired information so that it can be fed into their respective application or databases to process further, since the applications in different business functions do not talk to each other. The formats are devised and revised to get maximum information as per respective requirements. This however, results in:

- Loss of productivity
- More manpower required
- Duplication of work, and introduction of error at entry points of both the functions
- Inability to get detailed reporting of usage of resources and assets
- Manual consolidation of data to meet taxation and compliance needs,

All these affect the Balance Sheet of the Enterprise. Moreover, management does not want increase in operations and maintenance costs. So what is the solution?

THE SOLUTION: DIA™

PoleVault has felt that the need of integrating information across an Enterprise is immense. But information integration requirement varies a lot across verticals. However, the business objects required by different business functions are standard and hence the requirement, though different, yet conforms to standards. To meet this dire need, PoleVault has developed Data Integration Application, DIA™ in short, to give a platform to exchange and integrate information across business functions, across applications, across processes, across locations, and across different users. DIA™ is a light-weight integration product that facilitates data exchange among applications



at desired frequency to enable the Enterprise to function as one enterprise, *with no extra burden of changing the way customers work.*

WHAT IS DIA™?

DIA™ has a generic business engine at the core, that understands business objects across verticals and domains, be it accounting or inventory or sales/purchase. The Engine Framework is extendable to include more business objects in its framework as and when the demand arises.

To take care of varied business functions, and hence different applications across the organization(s), the Engine extends spokes that are application specific. The Spoke interfaces are standardized and spokes can be easily developed by developers who have application domain knowledge.

Apart from spokes, DIA™ has a scheduler service that keeps track of the exchange of data process at scheduled intervals and helps remind the user about exchange process at the day end by default.

FEATURES OF DIA™

DIA™ 1.1 is based on Microsoft Windows and .Net platform. DIA also seamlessly talks to Microsoft SQL Server 2000, SQL Server 2005 to leverage the inherent ETL and Business Intelligence aspects of SQL Server. DIA™ consists of

- a Business Engine,
- Spokes for applications (to and from which data can be imported and/or exported),
- A relational database that stores the simplified Business Objects structure from Business Intelligence perspective
- Communication through an encrypted file to make information exchange secure and safe, and
- An internal scheduler that helps the user to execute various exchange tasks at scheduled time.

In DIA™, user can sets his desired frequency for

Data Exchange [default is daily]. DIA™ can use any File Transfer Mode: CD, Mail or ftp. Migration to newer versions of applications is easy. Data exchange is not done by manipulating databases at the back-end, and by not compromising with the security or legal framework of existing applications.

Current spokes of DIA™ include:

- Tally Ver 7.2 (Accounting Application)
- Shoper Ver 7.2 (Retail Application)
- Busy Ver 3.4 (Accounting Application)
- MARG Ver 2.7 (Pharma Production Management Application)

ADVANTAGES OF DIA™

1. Automated transfer of data from one business function to another, even though the functions are located at different places and use different applications,
2. Human errors are removed in this exchange leading to correct assessment of taxation and other needs, thus saving person-hours usually wasted on reconciliation and finding errors in case of manual entries.
3. Doing away with consolidation of entries from one application to another. All vouchers / details are made available in the other application as well. Thus all compliance returns are based on authentic data, and not on just the consolidated data.
4. Simplicity of operation of DIA™ can help you relocate your existing manpower to more productive areas of work.
5. You keep working the way you were working with the applications you are most comfortable with. No need of changing your basic business applications!
6. Every activity in DIA™ is logged. To revert back some actions, or to overwrite a voucher that was transferred erroneously, you can transfer again as well.

HOW DO WE IMPLEMENT DIA™?



PoleVault first assesses the need of the customer, the business applications being used and specific data integration requirements. These are thoroughly analyzed and then key people working on the manual or semi-automated process are trained for a changed mind-set. Meanwhile PoleVault's developers customize spokes for the applications of the Customer workplace by linking with their specific SDKs or by capturing their reporting.

Once the spokes are customized, they are put to test in a test environment with a time-frame. Once the testing is over, DIA™ is put into production.

MAINTENANCE-FREE FUNCTIONING!

DIA™ is a maintenance free product. As long as you keep using your same version of the business applications, same version of DIA™ shall work. However, as soon as you upgrade one of them, you need to contact us for the newer version of the specific spoke, which by the time you call, would have been developed by us!

Call us now to free yourself from the worries of daily operational issues, and have a relaxed mind to focus on your business!

☎ Call us at +91-172-503-5480 or +91-98153-30009 or write to us at info@polevault.in

