



TO WHOMSOEVER IT MAY CONCERN

**Sub: Certificate of usage of SDBS (Systems Dynamics Business Suite) package**

Our two companies, Asahi Songwon Colors Ltd. and AksharChem (India) Ltd. have manufacturing plants near Ahmedabad and Baroda, and are involved in exports of pigments and dye-intermediates. We have a professional management team with defined delegation of powers and our business processes are ISO certified. Three years ago we decided to phase out the ad hoc computerized systems with an Enterprise Resource Planning system.

Our evaluation team chose SDBS (Systems Dynamics Business Suite developed and implemented by Systems Dynamics (Software) Pvt. Ltd.) considering that it supported all the important business functions of our interest on an integrated platform, while offering us the necessary flexibilities of -

- a) Module wise implementation; and
- b) SaaS model with an option to switch to Server model as/when we desired.

We calibrated our implementation plan according to our priorities as we wanted our users in each functional area to become adept at using the new system. This mitigated the risks of the big bang approach which did not suit our business operations. SDBS was successfully implemented step by step in the purchase, inventory, payroll, sales and accounting areas. We started with SaaS license and then switched to Server license without any glitches over the last two year phased manner. Along the way we fine-tuned the processes and Systems Dynamics satisfactorily carried out certain requested modifications in SDBS.

We were able to define business rules and declare security policies which allowed informal ways of working in the beginning and as we gained control, the same were tightened to enforce formal processes. As integration has progressed by implementation of SDBS across all modules, the users have realized benefits in avoiding duplicate work and elimination of paper memos due to availability of information online.

With the majority of the key users already working on SDBS, we expect more managers to start utilizing SDBS in the coming months.

  
Munjal Jaykrishna  
Joint Managing Director

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Asahi Songwon Colors Ltd.

"Asahi House" Chhatral - Kadi Road, Indrad - 382 721. Mehsana, India.  
Tele : 91-2764 233 007 - 10 • Fax : 91-2764 233 020 • E-mail: admin@asahisongwon.com

