

## Rustan Marketing Corporation strengthens leadership with a new business management solution

*Leading retail and wholesale distributor Rustan Marketing Corporation (RMK) has acquired Microsoft Dynamics, a business management solution that will help the company further strengthen its market leadership in the distribution of the best imported brands in the Philippines such as Lacoste, Hugo Boss, Elizabeth Arden, Max Factor, and Ann Klein among others.*

"It is our vision to be the leader in brand management and distribution of the finest brands in the country as well as to have a strong presence in the Southeast Asia region. To achieve this, we have to promote efficiency and the highest level of productivity within our company and our Information technology infrastructure will help us accomplish this," shared Jesus G. Antonio, Systems Development Officer, Rustan Marketing Corporation.

RMK has tapped Microsoft Business Solutions partner, Information Professionals, Inc., to facilitate the deployment of the new solution to about 70 users in the company with initial 32 concurrent user licenses, towards more than 120 users with a total of 58 concurrent licenses within the next six months. "Microsoft Dynamics will help RMK increase efficiency on the delivery of services to its business partners – customers, principals and suppliers by enabling the company's top management to its warehouse users to access the information they need using a single system. With this new solution, everything and everyone will be synchronized," said Ms. Anna R. Bautista, Vice-President for Marketing, Information Professionals, Inc.

The company decided to implement a new solution because of the need for a tightly integrated IT infrastructure that will address all the requirements in financials, distribution, order processing and inventory management.

Antonio continued saying, "We don't really have an integrated system wherein everything goes into a single database, but with Microsoft Dynamics all functions will be addressed. Everyone will be able to access critical information because instead of having a departmental setup, we will have one system for all our different business processes."



*Photo shows (L-R) Andrew Crafton, Jr., President, Solomon Software Philippines; Alfredo Sarreal, Vice-President for Applications Support, Information Professionals, Inc. (IPI); Anna Rose Bautista, Vice-President for Marketing, IPI; Teresita Lazo, General Manager, Rustan Marketing Corporation (RMK); Tetchie Habana, IT Manager, RMK and Jesus Antonio, Systems Development Officer, RMK.*

The new solution will deliver data that is timely and accurate. Previous to Microsoft Dynamics, RMK employees had to input data twice since they were working on separate systems. This time-consuming and error prone routine will be replaced by seamless integration of the different modules addressing all the different functions. It will also provide better inventory management and the tools needed for faster decision-making. "Everyone will reap the benefits of having the information they need at their fingertips," said Antonio.

"Microsoft Dynamics has been optimized specifically for the distribution industry to enhance their inventory management, to facilitate their knowledge of what they have where they have it and enable them to make decisions so they don't run out of stocks or have an overstock of merchandise," stated Andrew A. Crafton, Jr., President, Solomon Software Philippines.

Being highly flexible, Microsoft Dynamics is ideal for companies with existing applications.

It is totally written in the .Net environment, which makes it easier to interact with other Microsoft programs.

Lyn Reyes, Partner Engagement Manager, Microsoft Philippines enthused, "our business solutions were designed to help empower companies such as RMK that are locally grown, but have a global outlook. This system will enable them to provide better and more efficient services to their stakeholders."

RMK belongs to the Rustan Group of companies. It specializes in the distribution and supply of imported brands for fragrances, homecare, fashion, cosmetics and consumer products to over 50 stores nationwide including all Rustan's, SM and Robinsons Department stores.

"We are optimistic that this new solution will enable RMK employees to work more efficiently to provide the industry-leading service we have always been known for. We plan to increase our company's competency by fusing innovative technologies with our trailblazing marketing strategies," concluded Antonio.