

Infoline outlines need for adopting Microsoft ERP

Times News Service

MUSCAT — A complete run-down outlining the features, utility and the need to adopt enterprise resource planning (ERP) solutions dedicated to the manufacturing industry in Oman was highlighted at the Microsoft Dynamics event hosted by Infoline in association with Microsoft yesterday.

"Infoline's successful journey, since its inception in 2003, and its road map towards establishing itself as the premiere IT service provider in Oman is evident from the fact that it today is catering a diverse base of customers ranging from Oman Air, Omantel, NCR, BankMuscat and OFIC among others," Sameer Gupta, executive vice-president of the company said.

"Lately we have added to our bouquet of offerings the end-to-end Microsoft solutions and are really excited about Infoline's recent achievement as a Microsoft Certified Partner," he added.

"This distinction is given to companies who prove their competence in the latest Microsoft technologies and display proven ability to meet customers' needs. We are extremely pleased to have attained this status since this allows us to clearly promote our expertise and relationship with Microsoft to our existing customers," Gupta added.

The company, a joint venture between Bahwan Cybertec, Omantel and

Public Establishment for Industrial Estates (PEIE) is seen as the chosen service provider to for clients need for IT and related services.

"Today we can approach all the verticals in the industry like banking, financial institutions, airlines, real estate, retail, telecom, utility companies government segments and ministries and are determined to move up the value change by diversifying into IT enabled services (Its)," Gupta said.

Maged Talaat, ERP Lead Middle East and Africa from Microsoft highlighted the audience with a detailed presenta-



Sameer Gupta, executive vice-president of Infoline. — Photo by Talib Al Wahaibi/Times of Oman

Vital facts

- Infoline recently became Microsoft Certified Partner
- Today it is catering a diverse base of customers
- Dynamics Axapta covers a full range of functionality for manufacturing industry

tion on the manufacturing challenges faced and how Microsoft Dynamics can help handle these challenges.

"Dynamics Axapta ensures to cover a full range of functionality including deep manufacturing and helps streamline operations at the shop floor level and beyond in areas such as planning, sales, customer service and product life cycle management. It assures improving the efficiency of the core business activity," Maged explained.

He further briefed on the Dynamics Axapta's value proposition in the manufacturing industry and the way ahead for the future strategy. The event concluded with Infoline consultants presenting an in-

teractive live demo on the day to day operations on the ERP to present its user friendly interface in various areas like HR, finance, process, purchase and sales for general as well as manufacturing entities.

Infoline's Microsoft solutions will include offering technical expertise on networking, infrastructure, licensing solutions, collaboration, business Intelligence and ERP & CRM solutions for all verticals and industries.

It boasts of a highly skilled team of Microsoft Certified professionals who have a demonstrated level of technical expertise and a proven ability to deliver and implement solutions featuring Microsoft products.

