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| Overview  **Country or Region:**  Republic of the Philippines  **Industry:** Commercial  **Customer Profile**  The business began by putting up fish stalls and eventually ventured into fish brokerage. St. Joseph Group, Inc. was established in 1981, and was listed among the top 2,000 corporations in 2002.  **Business Situation**  One of St. Joseph Group, Inc.’s subsidiaries concentrating on fish brokerage wanted to implement an integrated system that will allow the entire company to access and receive timely information from a single source, as well as enable all subsidiaries to create uniform reports regarding business developments.    **Solution**  Through Microsoft Dynamics NAV, St. Joseph Groups, Inc. consolidated its previous infrastructure into a single platform that acts as a central database for the organization.  **Benefits**   * Integrated System for Transactions and Standardization of Documents * Increased Worker Productivity |  |  | “It is important that we have an efficient and stable infrastructure in place to help us achieve our business objectives. With the help of Microsoft and Thakral One, Inc. (formerly Raffles Solutions and Services, Inc.), we realized that there is an alternative and better solution that will address our requirements.”    *Allan B. Valera, CFO, St. Joseph Group, Inc.* |
|  |  | St. Joseph Fish Brokerage, the flagship business and leading earner of the St. Joseph Group of Companies, was looking for a system that will easily consolidate all data gathered from different departments into a single solution, standardize all report formats and improve employee productivity across the organization. The integrated system will allow employees to efficiently access relevant and timely information, streamline procedures and reduce man-hours in processing transactions. With the help of Microsoft Philippines and Thakral One, Inc. (Raffles Solutions and Services, Inc.), St. Joseph Fish Brokerage chose and deployed Microsoft Dynamics NAV, a cost-effective complete ERP software solution tailored to the address the company’s unique business requirements to ensure that the subsidiary maintains its leading position in the industry. |
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Situation

The business was founded by couple Warlito and Carmelita Manlapaz in 1975. Building on the successes of its fish stalls, the couple decided to expand their business and eventually ventured into fish brokerage. In 1981, St. Joseph Group, Inc. was established and was listed among the top 2,000 corporations in 2002.

Today, St. Joseph Group, Inc. is a conglomerate of businesses ranging from fish brokerage, financing, pawnshops and money changers, aqua culture, piggery farm and even information technology.

Among its subsidiaries, the St. Joseph Fish Brokerage is the corporation’s flagship business and is considered the leader in its industry. To continue its successes, the subsidiary continues to find ways to improve rapport with its producers and buyers, expand its network, and enhance its operations to fuel employee productivity and drive the business forward.

Prior to the project, the company dealt with separate systems to access information related to sales and accounts receivables. Employees were tasked to encode in different platforms – one is not completely implemented while the other is nearing obsoleteness – and often encountered system shut down due to a high volume of transactions.

St. Joseph Fish Brokerage was very keen on addressing these issues and pursued its mission to upgrade its IT infrastructure and create a solution that will cater to the company’s growing needs.

“Our company is very committed to provide our suppliers, buyers and end-customers with nothing but the best products and services,” said Allan B. Valera, CFO, St. Joseph Group, Inc. “It is important that we have an efficient and stable infrastructure in place to help us achieve our business objectives. With the help of Microsoft and Raffles Solutions and Services, Inc., we realized that there is an alternative and better solution that will address our requirements,” Valera added.

St. Joseph Fish Brokerage searched for partners that have experiences in implementation and is capable of providing full support, efficiently showcase the capabilities of the proposed system, as well as provide a proof of concept and concrete benefits to the company and its employees.

Solution

The company engaged Raffles Solutions and Services, Inc., a Microsoft Gold Certified Partner specializing in world class business intelligence solutions, to develop a strategy in implementing an IT infrastructure fit for the company.

Thakral One, Inc.(formerly Raffles Solutions and Services, Inc.) introduced Microsoft Dynamics NAV to the company, highlighting its key features and benefits, as well as how the solution can be

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| “The company has made the right decision in choosing to implement Microsoft Dynamics NAV because it addressed and satisfied our current business requirements.”  *Allan B. Valera, CFO, St. Joseph Group, Inc.* |

carefully and specifically designed to meet the subsidiary’s unique requirements.

With the help of the implementing partner, St. Joseph Fish Brokerage built a complete enterprise resource planning (ERP) software solution that is cost-effective and is specifically designed to address the company’s needs using a business IT infrastructure that is fast to implement, easy to configure, and simple to use.

“We wanted to address inefficiency in the multiple encoding processes due to the use of two systems, upgrade old infrastructure, avoid system failure and downtime, and create a standard format for financial reports of all the subsidiaries,” explained Valera. “Resolving the listed concerns would somehow provide us with the assurance and confidence that the information that we gather and report are accurate and relevant for employees and customers,” he added.

“With careful consideration of the company’s business requirements, we helped them simplify their business with a single solution that employees can work with to encode transactions, easily access and retrieve information and produce uniformed reports,” said) Ruel Enconado AGM for Enterprise Solutions, Thakral One (formerly Raffles Solutions). “With Microsoft Dynamics NAV in place, the company has efficiently streamlined its operations, allowing them to understand the business better and make valid decisions aimed for progress.”

By implementing Microsoft Dynamics NAV, employees are now capable of dealing with transactions more easily, also allowing different departments to view documents and collaborate with one another at the same time, and without additional encoding needed.

“We chose Microsoft and Thakral One, Inc (formerly Raffles Solutions) as our partners because they showed us that they can help make St. Joseph Group, Inc. a world-class provider of various products and services,” said Valera.

“The company has made the right decision in choosing to implement Microsoft Dynamics NAV because it addressed and satisfied our current business requirements,” Valera added.

Benefits

St. Joseph Fish Brokerage, through the use of Microsoft Dynamics NAV, was able to shorten the time spent on encoding in separate systems, enhance accessibility and efficient retrieval of information, allow collaboration between and among employees and develop reports with a standard format across subsidiaries. These are all significant developments which contribute to the over-all increased productivity of employees and organizational growth.

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| “St. Joseph Fish Brokerage is a fast-paced business and we need a system that will complement our activities well and Microsoft, together with Raffles Solutions and Services, Inc., provided our company with the right solution and the support to to achieve our businesss objectives.”  *Allan B. Valera, CFO, St. Joseph Group, Inc.* |

**Integrated System for Transactions and Standardization of Documents**

The implementation of Microsoft Dynamics NAV empowered St. Joseph Fish Brokerage to simplify its business processes using a single solution. With this infrastructure in place, the company was able to integrate and centrally store all its financial reports and employees are now equipped with the ability to collaborate on and retrieve necessary information almost instantaneously. They no longer spend too much time encoding in separate systems and can work efficiently without worrying about the system shutting down due to the high volume of transactions being made and processed.

In addition to this, employees are now capable of creating and submitting a standardized form of report that is carried out across all subsidiaries, which allow for a more rapid, effective decision-making.

“In the industry, it is critical that our business has access to accurate information to ensure that we keep up with challenging environments posed by several factors including other key players,” Valera said. “With Microsoft Dynamics NAV, we gain real-time access to all our information and are able to pull out and deliver necessary information needed by employees and end-customers,” explained Valera.

Microsoft Dynamics NAV became an avenue for the company to keep its employees updated with the latest business developments, make informed and confident decisions and streamline processes that help drive the organization’s success.

**Increased Worker Productivity**

The company’s investment in Mcirosoft Dynamics NAV proves to be beneficial not only to the business but its employees as well.

With the implemtaion of the infrastructure, the company helped its employees to work faster and smarter by providing them with the power to control and access accurate information from virtually anywhere.

By using Microsoft’s ERP software solution, employees encode transactions into only one system which will be reflected across the organization. This way, employees have more time dedicated to understanding business trends and providing better customer services, and less time on accomplishing transactions. Ultimately, they are empowered with information-sharing throughout multiple sites and teams.

Furthermore, employees will no longer wait for days to receive hard copies of the reports and make the necessary adjustments because they already have permission to view documents in the system.

“St. Joseph Fish Brokerage is a fast-paced business and we need a system that will complement our activities well and Microsoft, together with Raffles Solutions and Services, Inc., provided our company with the right solution and the support to to achieve our businesss objectives,” concluded Valera.

**Microsoft Dynamics NAV**

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| Software and Services   * Microsoft Dynamics NAV | Services   * Microsoft Technologies and Services * Consulting Services from implementing partner   Partners   * Raffles Solutions and Services, Inc. |

Microsoft Dynamics NAV 2009 R2 is a complete enterprise resource planning (ERP) software solution for mid-sized organizations that is fast to implement, easy to configure, and simple to use. Right from the start, simplicity has guided—and continues to guide—innovations in product design, development, implementation, and usability. Microsoft Dynamics NAV has more than 80,000 customers, over one million users worldwide, and is available in more than 40 country versions.

For more information about Microsoft Dynamics NAV, visit:

<http://www.microsoft.com/en-us/dynamics/default.aspx>