

ACE Case Study

1. Name of the Customer & Address

Action Construction Equipment Ltd
Action Construction Equipment Limited
Dudhola Link Road, Dudhola, Distt. Palwal-121102.
Haryana, INDIA.

2. Brief profile of the customer

ACE, Action Construction Equipment Limited is one of the leading mobile crane manufacturing company in India which has progressed all along to become a professionally managed ISO 9001 Certified company.

ACE has an impressive product range with a variety of customizable construction equipments that cover:

- Pick & Move Cranes
- Tower Cranes
- Loaders
- Forklift
- Lorry Loaders
- Tower Cranes
- Compactors
- Tractors

ACE has its works located at Ballabgarh and Palwal of Haryana and has Four plants and spare parts division to cater to after market spares.

3. Product Implemented

Oracle EBS R12.1.0 has been successfully implemented at ACE covering the following modules:

Oracle Standard Modules

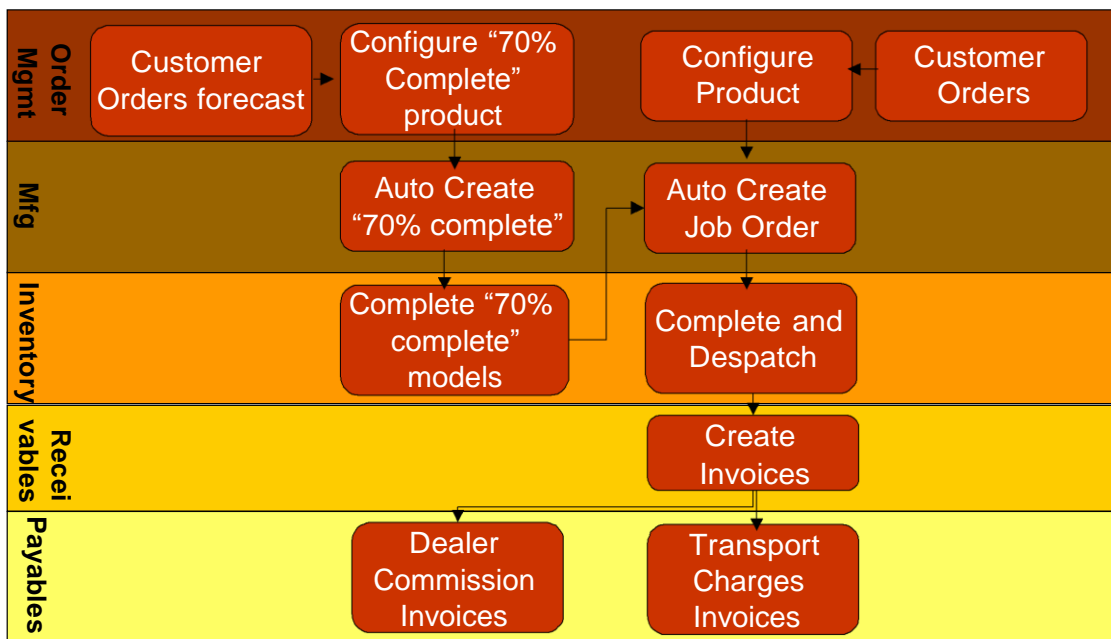
Oracle General Ledger
Oracle Payables
Oracle Receivables
Oracle Cash Management
Oracle Fixed Assets
Oracle Order Management
Oracle Purchasing

Oracle Inventory
 Oracle Bills of Material
 Oracle Work in Process
 Oracle Quality

eChain – HR/Payroll has been implemented and integrated with Oracle EBS with Chain-Sys’ appLOAD suite of integration tools.

4. Process Flow at ACE

The business processes at ACE follows standard discrete production processes with combined with customized products. While product models are standard, the models are customized to meet customer requirements.



One of the key requirements of ACE was to reduce the number of BOMs, enhance operational efficiency by adopting a strategy of “70% complete” models. These 70% complete models are products that are completed with all basic options and based on customer orders, further options are added/configured to arrive at the final product. Chain-Sys leveraged Oracle’s Item Configuration feature to create sales orders for 70% complete models and stocking the same and again using these 70% complete models in item configuration at the time of customer orders.

5. Challenges

The following were the key challenges:

- Implementation of custom pricing using Oracle Advanced Pricing for pricing Internal Sales orders at last purchased price;

- Leveraging Item configuration to configure partial models and also for customer configurations;
- Implementing India Localization for configured items;
- Over 50 reports and 15 customizations were developed to ensure effective operations of ACE, leveraging Oracle Application Express;
- Transitioning and change management, bringing in effective project management practices.

6. Benefits to the Customer & Status

The project has just gone live on 12 April 2010.

The expected key benefits are:

- Ensuring reduction in inventory levels and optimum utilization of inventory;
- Integrated shop floor production and serial geneology;
- Tracking warranties;
- Consolidation of financial data for all plants, at the Legal Entity/Business Group level;

7. Customer Quote & Reply

“With the implementation of Oracle EBS, we are sure that our internal controls are comprehensively strengthened. Chain-Sys’ technology strength combined with their perseverance has provided us with one of the best solutions with high scalability”

Vijay Agarwal, Chairman & Managing Director, Action Construction Equipment Limited