

# Making ERP plug and play!

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Tally Solutions recently announced that its business management product line Tally.ERP 9 would come preloaded with PCs sold to business customers. The preloaded solution comes with all the regular functions of Tally.ERP 9 - remote access, control centre for centralized management, support centre, extended technical partner support, synchronization of data and product updates.

The preloaded ERP is available through a 'rental model'. Customers who wish to use Tally. ERP 9 can make monthly or quarterly payments or switch to a perpetual license.

**Business Technology** spoke to Mr. Shoaib Ahmed, Central Leadership Team Member, Tally Solutions, to understand how preloaded ERP works.



## **What prompted Tally to preload its ERP package on business PCs?**

There are 8 million SMBs in India and many of them are not IT savvy. A small business owner typically sees a peer using PC and may want to streamline his business using technology. When he buys a PC, he expects the software to be there. The concept of evaluating and deploying software would possibly be new to him and it is up to the hardware vendor to give him a solution. So, bundling is absolutely essential in this situation.

## **How is the response to preloaded ERPs?**

The initiative was launched on August 26. The response from hardware vendors has been good. About 500 of them have already enrolled. It is a little early to conclude on the customer response.

## **Deploying ERP is a difficult and time-consuming decision. How realistic is it to expect businesses to use pre-loaded ERP solutions?**

We have a large base of customers who have been using our accounting package for years. Many top 500 Indian firms are on different ERP packages, but still continue to use Tally. Our ERP solution has been developed on the foundation of existing software, with which businesses are already familiar with.

We have worked with customers for 20 years and understand their needs well. More than 300 Tally engineers have worked for years to develop our ERP package, which is so

well tailored to meet customer needs; even vertical applications would not be able to match it.

If a customer is ready with data, with the help of tutorial and online support he can get a quick orientation and start automating his business functions. There are flexible options within modules that should meet the needs of the majority of customers. In this scenario, customization is like icing on the cake. Most small customers would be satisfied with the cake itself.

Tally.ERP 9 is process independent and provides immense flexibility. Business transactions need not follow a linear process starting from say a Sales Order down to an Invoice and subsequently Receipts. Business transactions can be entered in any sequence as required by the business and also be linked across multiple transactions e.g. a Receipt can be linked with multiple sales invoices. Functions and features of Tally.ERP 9 can be progressively implemented hence delivering value from day one.

Implementing accounting packages used to be a big effort, before Tally entered the market. We hope to repeat that success with Tally.ERP 9.

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