

Sage



Case Study **Boult Audio**

About Boulton Audio

Boulton Audio is a rapidly expanding hearable and wearable technology brand in the segment that has carved out a niche for itself through cutting-edge consumer technology solutions. Offering core product lines of wearable and audio tech products, comprising smart watches, bluetooth audio devices and home audio, this bootstrapped and profitable firm has witnessed year-on-year growth of 130.1% as of 2023 since it commenced operations in 2017.

As their flourishing business was scaling up, so did their challenges. Glaring discrepancies in the bill of materials and surging costs of consumption of materials became worrisome, leaving them with limited to no control over their production processes.

Sage X3, with its adaptive, cloud-powered ERP platform, worked through the nagging concerns, propelling Boulton Audio into gaining complete control over their BOM, production, inventory and distribution.



Brief on Boulton Audio

- Own manufacturing facility along with in-house research and design team
- 10.7% and 6.9% market share in True Wireless Stereo (TWS) and wearables segment, respectively
- Accelerating both national and international partnerships as well as entering new smart product categories
- Planning to launch an IPO next year with a target of achieving ₹1000 crore in FY25
- Works with electronic manufacturing service companies and plans to build contract manufacturing capabilities

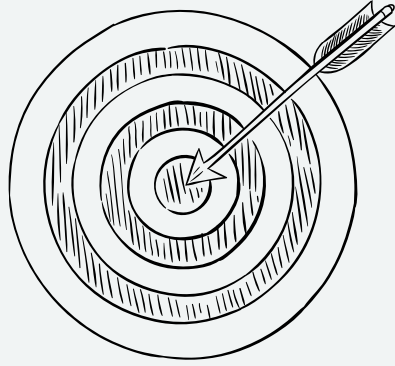
2nd Largest Brand in True Wireless Stereo

5th Largest Brand in Wearables

750 cr Revenue in FY24

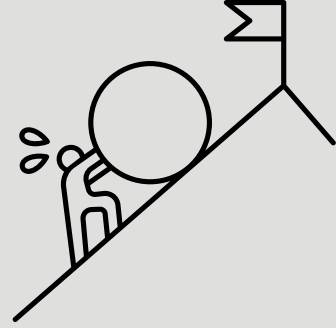
6+ years Make in India initiative

1 million units per month - Production capacity



Goals

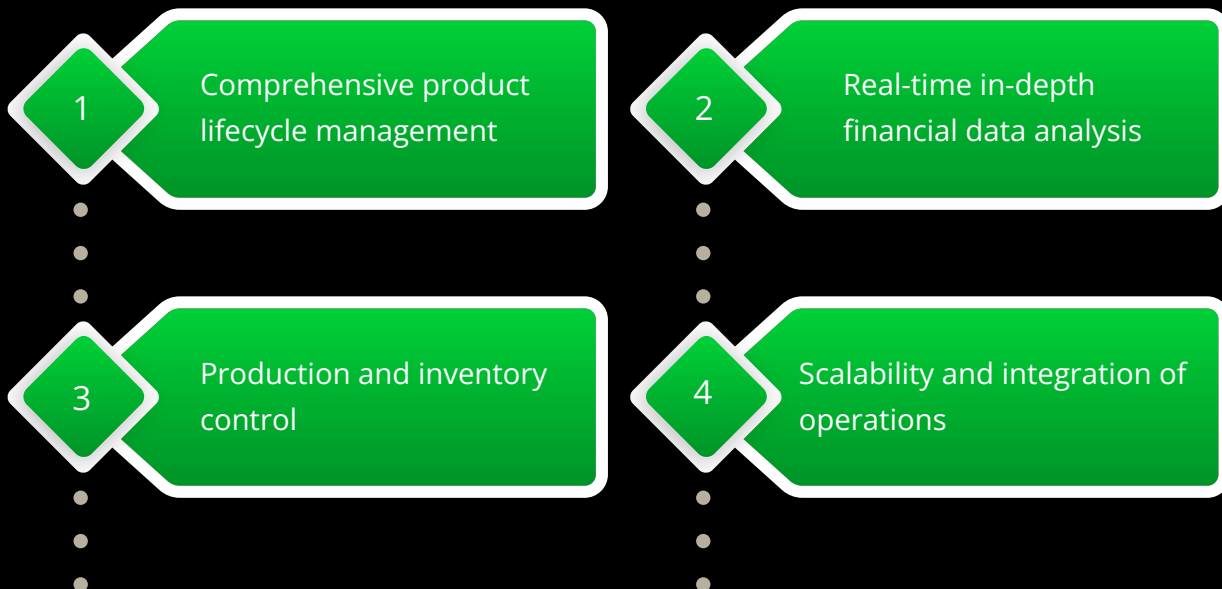
- Facilitating smooth manufacturing chain and maintain stringent quality control
- Adopting a data-driven and evidence-based decision approach
- Reducing even minimum dependence on foreign supply chains by boosting manufacturing within India.
- Rapidly scaling up operations and innovating to launch new smart product categories like IoT rings & pedometers, smart eyewear, wearable clothing tech and health monitoring devices
- Expanding footprint in the international market and building more manufacturing capacities.



Challenges

- Huge gap in the bill of materials and steep work order consumptions draining the resources
- High outright costs in procurement affecting the bottomline
- Virtually no control over manufacturing and inventory
- Complications in multiple internal processes and overall management of the company
- Lack of integration among various departments, with organisation-wide data silos hampering information sharing and collaboration

Sage X3 Highlights



Implementation of Sage X3



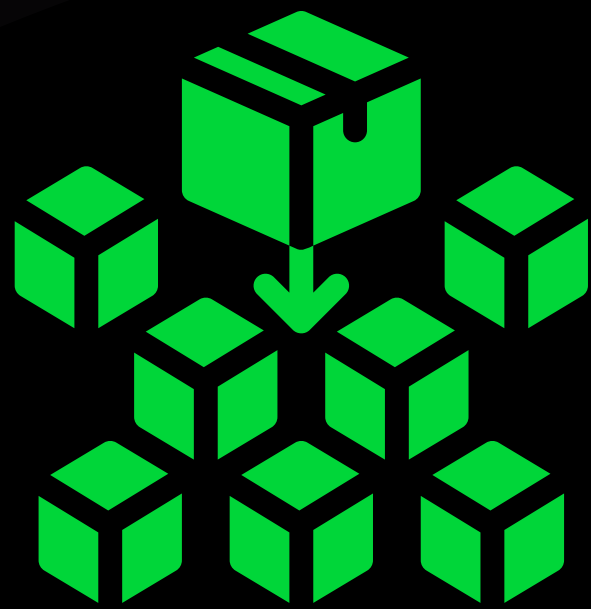
Considering the multi-faceted requirements of Boulton Audio, Sage X3 brought the best fit solution for this growing mid-sized firm, which encountered all the major issues a large organisation faces

Although Boulton Audio deployed multiple modules of Sage X3, Warehouse Management System (WMS), inventory and comprehensive manufacturing management capabilities were the top priorities for them

Sage technical team took over the charge of the implementation process and mapped elaborate end-to-end processes of Boulton Audio

Meticulously establishing data input and output procedures, Sage expert team worked round the clock with Boulton Audio team to enable system configuration and get the new ERP system up and running in six months

Sage expert team was highly flexible in handling post go-live challenges experienced by Boulton Audio, and went the extra mile to help them smoothly transition to the innovative system



Key Modules Deployed

✓ Warehouse Management

Ensuring timely and accurate data capture, Sage X3 automated shipping documentation, reducing shipping errors and lowering carrying costs while enhancing warehouse utilisation and driving tighter collaboration through electronic data transfer.

✓ Product Lifecycle Management

Documented bill of materials to the products and streamlined production planning, production schedules and work centre management of machine, labour and raw materials, significantly cutting down cost of production.

✓ Inventory Management

Sage X3 enhanced stock access control, bringing efficiency in stock movement and stock count, setting system for economic order quantities, reorder points and safety stock.

✓ AP and AR Automation

With Sage X3's comprehensive suite of financial management tools, Boulton Audio seamlessly streamlined their operations and cash flow, accounts payable and receivable and maintained their budget commitments.

✓ Supply Chain Management

Supply chain module gave an overview of logistics and shipping of raw material and finished goods inventory, ensuring there is never any inventory shortage either for production or customers.

Symphony in Operations: Boult Audio's Success with Sage X3

Sage X3 in the cloud induced a perfect synergy among manufacturing, inventory and customer demands, continuing Boult Audio's push towards rapid growth, giving them complete visibility into the operations through intuitive data visualisation and easy to use process flows.

Data-driven decisions, powered by Sage X3, have brought a paradigm change at Boult Audio, providing them with full control over BOM, production, inventory and distribution while integrating key internal and external business processes and transforming how they manage people, processes and operations.

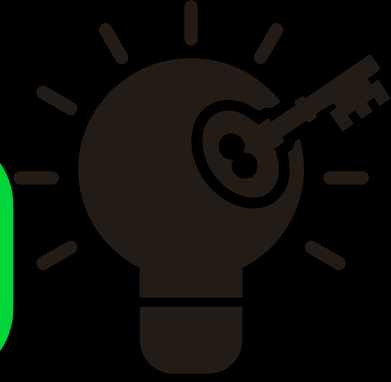
"With Sage X3, our internal processes have become 10X better. A lot of integration of activities has happened, which is really a big help.

In the coming years, we see tremendous potential in Sage X3 and we expect to expand its use and enhance our capabilities to our advantage."

**Akhilesh Kulshreshtha,
Chief Financial Officer,
Boult Audio**



Key Achievements at Boulton Audio through Sage X3 Integration



01

Optimised Manufacturing

Sage X3 ERP helped Boulton Audio document BOM and optimise material consumption, reducing cost and automating the entire production cycle.

02

Reporting & Analytics

Strategic and management decisions were guided by real-time analytics and alerts, empowering the organisation to quickly respond to changing demands.

03

Inventory Control & Supply Chain

Gained complete control over warehouse and inventory chain, providing accurate view of stock in storage, shipment, on order and stock assigned to work orders. Clear visibility over the supply chain, ensuring optimal monitoring.

04

Data Accuracy

Sage X3, with its strong integration capabilities with existing systems, enabled seamless unified operations, minimised errors and bring in operational efficiencies.

How Did Sage X3 Reform Manufacturing at Boulton Audio?

Sage X3 simplified the management of manufacturing operations at Boulton Audio with seamless efficiency and precision. Boulton Audio accomplished unparalleled operational excellence harnessing cutting-edge technology, to drive cost savings, reduce cycle times and ensure optimal resource allocation at every step of production.

From procurement and production to inventory and financial management, Sage X3 enabled Boulton Audio to take complete control of their business by building advanced capabilities and exceeding customer expectations.

Read on to know how Sage X3 enhanced operational efficiency and improved cost management at Boulton Audio.

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Procurement Management

Sage X3 automated purchasing operations, including vendor and invoice management, generating substantial cost savings. For components such as microchips used in smartwatches and bluetooth audio devices, Sage X3 automatically tracked usage rates and lead times, ensuring timely reorders and negotiating better prices with suppliers.



Production Management

A centralised BOM streamlined Boulton Audio's production, storing product designs and procedures, and determining exact raw material requirements for each process, thus optimising work order. Items like lithium-ion batteries, touchscreen displays were only ordered when needed, minimising waste and storage costs.



Financial Management

Sage X3 provided comprehensive financial insight with accurate, real-time global data, ensuring compliance with local operational needs. By tracking the costs associated with components like PCB boards, Sage X3 helped Boulton Audio analyse profitability at a granular level, and make informed decisions on pricing and cost-cutting measures.



Inventory Management

Sage X3 tracked end-to-end flow of inventory at Boulton Audio, from procurement to distribution, and forecasted product demand through intelligent reporting tool. For parts like metal casings, silicone straps for smart watches, Sage X3 maintained precise stock counts, tracked lot numbers, ensuring that older stock was consumed first, reducing obsolescence.

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