

Synergy Achieves Supply Chain Resilience With WFX Cloud ERP

S Y N E R G Y



www.wfxcloud.com

About the Company

WHO IS SYNERGY LIFESTYLES

Synergy Lifestyles Pvt. Ltd. is a well-established home furnishings manufacturer headquartered in Mumbai with factories in Bengaluru and Karur. It specializes in innovative fabrics and home textile made-ups using natural fibers involving traditional techniques redesigned for modern tastes. Synergy has a pan-India presence and has carved a name for itself in competitively priced, high-quality home linens.

Key Facts

- **Founded in:** 1991
- **Specialties:** Natural fiber-based home linens
- **Certifications:** GOTS - Global Organic Textile Standard, SA8000, and OEKO-TEX
- **Awards:** Kohler Design Award for Bold Visionary, 2016



The Challenge

FIREPROOFING SYNERGY'S SUPPLY CHAIN OPERATIONS

Synergy's pan-India presence and on-premise data made it difficult to coordinate business operations across divisions and production units—its Mumbai office controlled merchandising and budgets while production took place in Karur and Bengaluru factories. Although siloed processes, manual tasks, and low visibility slowed down Synergy's business growth, things were going fine. Until one day in 2015, a fire broke out in their Mumbai office and destroyed all their supply chain data. Business came to a halt. It made the whole organization sit up and re-evaluate its resilience. What followed was a complete transformation of their office building and their supply chain/ERP system.

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The Solution

A SHIFT TO CLOUD-BASED SUPPLY CHAIN MANAGEMENT

Synergy has found in WFX a one-stop-shop for all its supply chain needs. On the one hand, it has secured business continuity and fire-proofing by moving business data to the WFX Cloud. On the other hand, it has centralized different functions and ensured better collaboration across teams. For example, sales orders are seamlessly linked with product styles, budgets are quickly reviewed, stakeholders are notified of critical milestones, and managers can access real-time dashboards of key business metrics. Synergy's supply chain has not only become more efficient but also more resilient.

When another fire broke out in 2018, their operations remained unaffected. Even when the COVID-19 pandemic struck affecting so many manufacturers, Synergy's operations didn't skip a beat. They were technologically ready to work remotely. Having moved to the cloud, Synergy now enjoys the highest standards of data security and inter-departmental collaboration - without the associated IT maintenance costs.

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RESULTS ACHIEVED:

10%

Reduction in delivery lead-time

40%

Reduction in human errors

80%

Reduction in data redundancy

Learn more about
WFX at wfxcloud.com

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I would call WFX our growth partner. With fashion manufacturing operations spread across India, we as an organization needed a way to come together on the cloud to manage everything from product idea to profitability. WFX has helped us achieve that.

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- Mrs. Sunita Namjoshi
CEO, Synergy Lifestyles Pvt. Ltd.