The core ingredient for accelerating
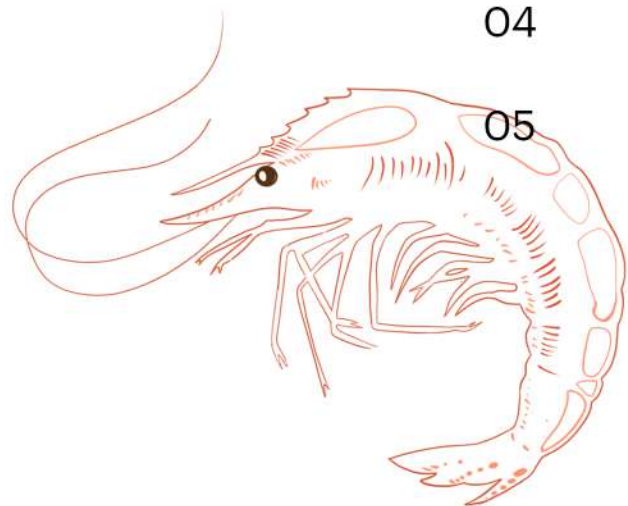# deSiam's Digital Transformation

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The company

Based out of Thailand, deSiam was founded in 2008. It's a family - run business offering authentic Thai cuisine—from sauces and spices to ready-to-cook meals, they have all the necessary ingredients to prepare authentic Thai food from the comfort of your home.

Although they export to 25 different countries around the world, as well as have an online presence, 99% of their business is retail. They manufacture the ingredients, process the customer orders, ship, label, and perform qualiy checks, all by themselves.

Herve' Haurie, one of the managing partners at deSiam, was the one to implement a low-code solution to eliminate their operational bottlenecks. He built an online database on Zoho Creator and integrated it with other Zoho products, like inventory, Books and Commerce, to run their entire show. Here's their story.

The challenge

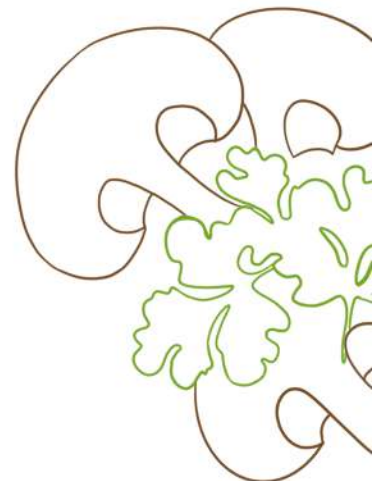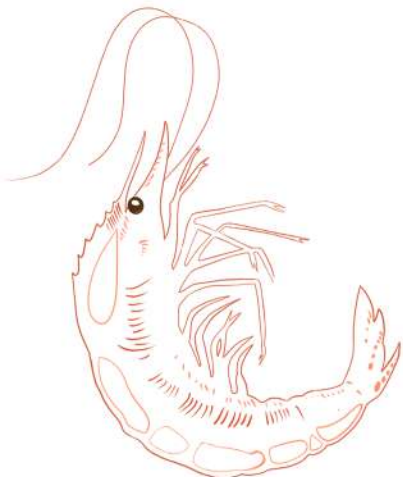|		
Data discrepancy	**Higher turnaround time**	**Lack of visibility**

"

Hervé Haurie
Managing Partner

Everything was on spreadsheets. Handling a database in a spreadsheet is a disaster—lots of data discrepancy and longer turnaround time. We couldn't get accurate reporting or data, and the accounting software was not compatible with English. It really was a mess!

The challenge

Until 2016, they were managing all their operations on spreadsheets and local Thai software. The local software only had accounting functionalities, and since it didn't support English, they had to do their purchase orders, invoicing, and other documents on spreadsheets, so it was double the effort. Even with a group of 12 people, managing the data on spread sheets was not helping them.

They didn't have a proper view of their products or added information, like which items are bestsellers, details on revenue control, and more, because of the data dump on spreadsheets.

They tried **Zoho Invoice** to replace the spreadsheets, **Zoho Books** to replace the accounting software, and later **Zoho Inventory** to manage their stock, but it wasn't enough. Since they had to generate specific invoices, export regulation documents, and manage location-based labeling, they needed a system that was more flexible and unique to the way they worked.

The solution

They looked at some of the top accounting and low-code players, but they were either too complicated or too expesive. That's how they zeroed in on Zoho Creator.

It started off as a replacement for spreadsheets, but later, they built an online database and integrated it with Zoho Books and Inventory using Deluge, to work as the crux of their operations.

Using Zoho Creator they automated all thir processes, like invoice generation, inventory adjustment, quality control, and all other operational procedures.

deSiam's online database is built primarily on Zoho Creator. Haurie, their managing partner, is not a coder. He was familiar with HTML and scripting, but had no idea how to build databases when he started exploring Creator. It took him about 6 months to master Zoho Creator, and any time he got stuck with development, our support team guided him in the right direction.
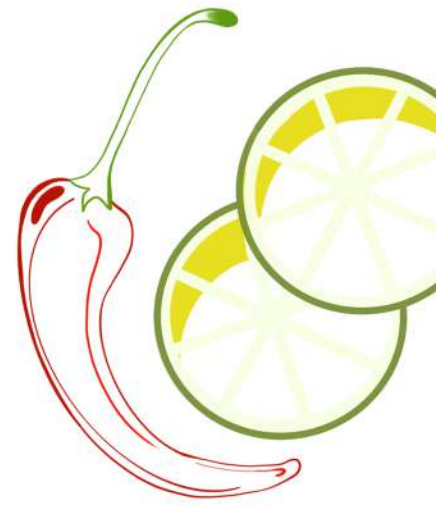
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Based on my experience, even if you have a requirement that demands you to write functions, scripts, and a lot of automation, the deployment time would still be faster when compared to other low-code platforms.

- Hervé Haurie, Managing Partner

"

Benefits and ROI

- Hervé Haurie, Managing Partner

"

Before I had to dig a lot. It was a disaster. We couldn't find anything on time. But now, with **Zoho Creator**, I get not just monthly, but also daily and hourly updates on my accounts. I'm always on top of it.

"

They've now built a database and numerous apps to handle all of their processes. These apps include:

Social Media

Scheduled to post pictures on Facebook automatically,plus videos on a yearly basis.

Loading plans

Generates a palletized view of their packing lists to load into containers and shipping marks to put on cases.
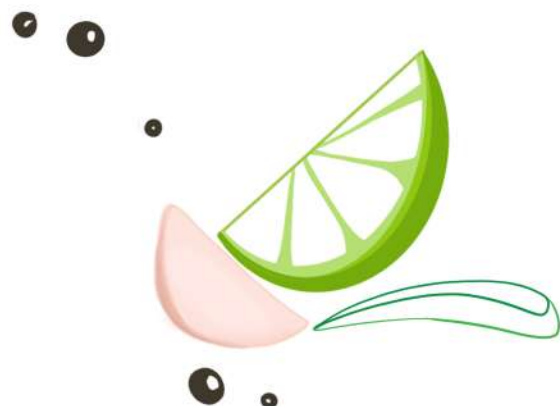
Order from portal

An online portal for distributors to track and process orders.

Barcode stock

Inventory tracking using Creator's barcode feature (via the mobile app).

Store locator

A store locator built using the map feature.

Quality Control

Generates certificates of analysis and other quality check documents.

Label printing

Prints labels in 6 languages: Arabic, Dutch, English, French, German and Russian.
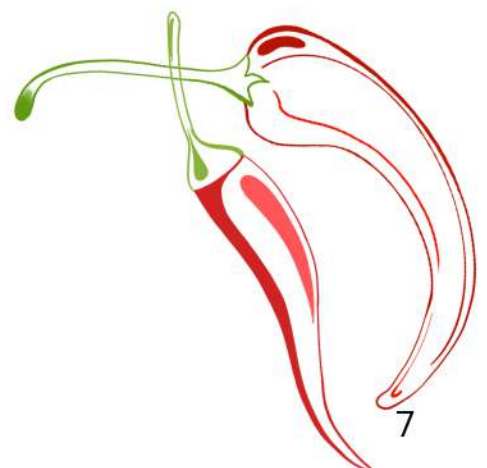
Legal

To upload, view, and review legal documents, like certificates, trademarks and more.

SOP Printing

An app containing the technical specifications for all deSiam's items.

In the four years of using **Zoho Creator**, deSiam has automated all their administrative tasks, like invoice generation and inventory adjustments, built a thorough quality control and logistics database, and integrated with **Zoho Commerce, Books, and Inventory** seamlessly, for running all of their processes. They've managed to increase their operational efficiency by 50%, save about $70,000 per year, and cut down errors to almost zero.
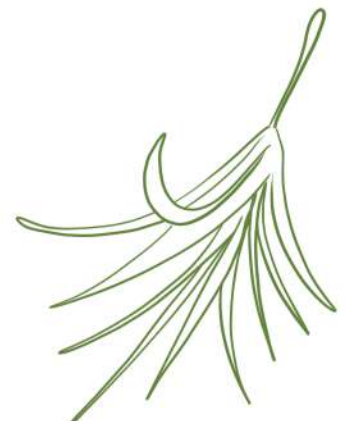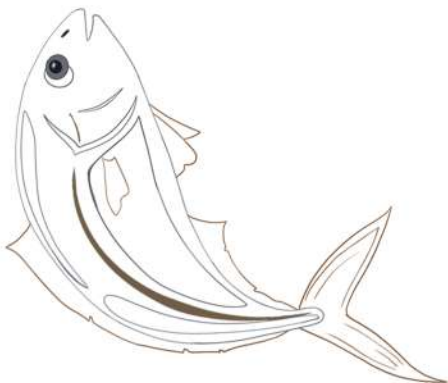
According to Haurie, they've largely benefited in three areas:

✔ **Automation of processes**

✔ **Reducing data discrepancies**

✔ **Increased turnover**

> The value **Zoho Creator** adds to our business is priceless. We cannot quantify it. No data discrepancies, no errors anymore. And our customer satisfaction is worth more than money. The database, the integrations, the support, everything is beyond excellent. **Zoho** really changed our lives.
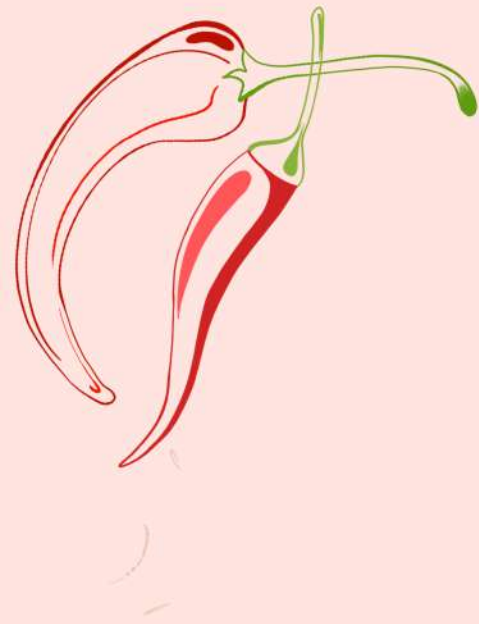>
> **- Hervé Haurie,** Managing Partner

About Us

At Zoho Creator, we study the past, observe the present, and envision the future of how software communicates with businesses. To empower business owners, we've infused Zoho Creator with modern functionality like low-code and rapid development. With Zoho Creator, users can cater to custom requirements, with apps that automate day-to-day tasks, and let them tackle tomorrow's problems. Just sign up, pick a plan, and start building!

ZOHO Creator

www.zoho.com/creator/

We'd love to talk! Reach out to us:

hello@zohocreator.com