



**Kino Biotech**  
康樂生技

A leading supplier of health and beauty products, Kino Biotech is a listed company in Taiwan, with operations in Singapore, Malaysia and Indonesia. With plans of further expansion and amid a big number of transactions involving multi-currency conversions, Microsoft Dynamics AX enables Kino Biotech to have better visibility over its financials, ensuring seamless accounting and reporting.

#### Expectations

- Easier consolidation across currencies
- Faster reporting
- Improved visibility

#### Industry

Retail and Consumer Goods

#### Country or Region

Malaysia, Singapore, Indonesia and Taiwan

#### Customer Size

100-500 employees

#### Number of Users

60

#### Connect with Kino Biotech Pte Ltd

<http://www.kinobiotech.com>

# Health and Beauty Firm Gains Real-Time Consolidation in a Multiple-Currency Environment

*"With our business spanning four legal entities in different countries, consolidating finances had been a big challenge considering the differences in currency. Microsoft Dynamics AX ensures business visibility through seamless consolidation even with multiple currencies."*

Jennifer Chin, Chief Financial Officer,  
Kino Biotech Pte Ltd

Kino Biotech Pte Ltd is a leading supplier of health and beauty products, distributing nutritionals, supplements and other healthcare products to health and beauty retailers like Watsons. A publicly-listed company in Taiwan, Kino Biotech has headquarters in Singapore and also has offices in Malaysia and Indonesia.

"One big challenge when doing business in multiple countries is the difference in currencies," says Jennifer Chin, Chief Financial Officer, Kino Biotech. "We consolidate our accounts for reporting for our publicly-listed entity in Taiwan, which is in NT Dollars. However, our operations in Singapore, Malaysia and Indonesia are accounted for in their local currencies."

In addition, Kino Biotech also processes a big volume of intra-corporate transactions. "Our sourcing arm will do the buying of products and materials in the local currency. Then, these products are sold to the marketing arm located in our other companies of operation, which will again require accounting in the marketing arm's local currency," adds Jennifer.

With plans to expand further into other territories, the company requires visibility among its local entities throughout the region from its main offices in Singapore and Malaysia. According to Jennifer, the previous ERP solution that Kino Biotech utilized was unable to adequately handle the

## Jennifer Chin

Chief Financial Officer, Kino Biotech Pte Ltd

Ms Chin is the Chief Financial Officer in Kino Biotech, overseeing and responsible for the planning, implementing measuring & controlling all financial-related and strategic activities in the Company.

Ms Chin was the Vice-President of Accounts & Administration for TR Networks Limited, which is listed on the Singapore Stock Exchange in 2002.

Ms Chin graduated from Charles Sturt University, Australia, with a Master of Business Administration.

*"Previously, we had to wait until month-end and then manually consolidate our accounts using Excel spreadsheets, which took 7 to 10 business days. Now, we don't have to wait until month-end, because we can do the consolidation in real time."*

Jennifer Chin, Chief Financial Officer, Kino Biotech Pte Ltd

multi-currency transactions. "Every month-end, our finance department undertakes closing of accounts, which requires currency calculations," Jennifer says. "As exchange rates are constantly fluctuating, we used to have imbalances in our accounting due to the currency and exchange differences."

## Solution

Kino Biotech sought a better way to handle financial accounts, ensuring consistency and faster report consolidation. "Our first criteria for selecting an ERP had been the ability to handle multiple currencies," says Jennifer. "The platform also had to be scalable and flexible enough to handle our planned expansion."

The company selected Microsoft Dynamics AX, delivered by 9 Dots Consulting Group, mostly because of the flexibility of the platform and its ability to handle multi-currency transactions without the need for extensive customization.

Kino Biotech also evaluated other platforms, including SAP and Infor. While these were also able to handle multiple currencies, the concern was the capability of local partners in customizing those platforms for the needs of the company. "Local availability was a factor in selecting 9 Dots, not only because they had offices in both Singapore and Malaysia, but their experiences in Microsoft Dynamics AX gives us the confidence," says Jennifer.

In addition, Kino Biotech needed to deploy the solution before start of calendar year 2014, as a requirement for publicly listed companies in Taiwan.

## Benefits

"With Microsoft Dynamics AX, Kino Biotech has real-time resolution of accounting from our business entities across different countries," says Jennifer. "We no longer have to wait until month-end to manually close our accounts for the period, which often comes with imbalances due to the fluctuating nature of currency exchange rates."

**Real-time consolidation and reporting.** Being a publicly-listed company in Taiwan, Kino Biotech is required to publish reports on a regular basis. "Previously, we had to wait until month-end and then manually consolidate our accounts using Excel spreadsheets," says Jennifer. This took seven to 10 business days after month-end, which resulted in some delays in reporting and in making business decisions. "Now, we don't have

## Kino Biotech's Technology Environment

Servers	Windows Server 2008 R2
ERP system	Dynamics AX 2012 R2
Business database	SQL Server 2012
Communications infrastructure	Gigabit Copper Network
Desktop systems	Windows 7 Pro
Deployment strategy	Windows Server 2012 Hyper-V Virtualization

to wait until month-end, because we can do the consolidation in real time.”

**In-depth business and operational visibility.** “Microsoft Dynamics AX enables us to do master-planning without the need to manually process accounts,” says Jennifer. “We need to come up with a detailed product mix, in order to match the supply where there is demand. Since we have an overview of our inventory and procurement from each business unit in every country, we can use this information for planning the movement of goods.” Previously, this took about two weeks, Jennifer says. Now, Kino Biotech can plan the movement of goods in real time.

**Business intelligence.** With operations in different markets, it is important for Kino Biotech to determine the most effective product mix for distribution in each of these markets. According to Jennifer, the business intelligence gained from the added operational visibility enables the company to plan its product mix better. “Microsoft Dynamics AX enables us to determine the most effective mix of procurement, purchasing and supply,” says Jennifer.

**Security.** Kino Biotech’s deployment of Microsoft Dynamics AX comes with Single Sign-On access control through Active Directory. This ensures easy access using employees’ credentials. In addition, the company can ensure security and integrity of its data, in particular by enabling selective access rights only to relevant information according to business unit.

Kino Biotech is now looking into deploying a warehousing module under Microsoft Dynamics, which will enable the company to manage its logistics more efficiently.

## Next Steps

- [Connect with Microsoft Dynamics](#)
- [Become a Dynamic Business](#)
- [Learn about partner solutions available in the Microsoft Dynamics Marketplace](#)

For more information about Microsoft Dynamics, go to:  
[www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

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