

Interview of Kishan Jain

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<http://bit.ly/341ix6H>

The screenshot shows a web browser displaying an article on the ET CIO website. The article title is "Cloud is helping ease decision making for this manufacturer". The author is Riya Pahuja, and the date is December 28, 2020. The article discusses how Goldmedal Electricals, a consumer electronics company, has leveraged cloud technology to improve its decision-making process. It mentions that with real-time data available at a click of a button, the company is able to make better forecasts and thus make better decisions regarding each product. The article also includes a quote from Kishan Jain, Director of Goldmedal Electricals, and a list of related articles on the right side of the page.

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Cloud is helping ease decision making for this manufacturer

With real-time data available at a click of a button, Goldmedal Electricals is now able to make better forecasts and thus make better decisions regarding each product.

Riya Pahuja • ETCIO • December 28, 2020, 08:54 IST

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The one thing that came as a game changer for companies with digital adoption is the massive amounts of data. To analyse this enormous chunk of data and make it readily available to use, businesses today are turning to **cloud**. Cloud can help companies process and analyse data faster, giving insights which can improve the product line and also impact the bottom line.

With the objective to have data available on the click, **Goldmedal Electricals**, a consumer electronics company, also started its cloud and data journey a few years ago. In conversation with ETCIO, Kishan Jain, Director, Goldmedal Electricals, shares the thought and process behind this journey.

"We have been able to manage our manufacturing processes more efficiently due to the quality of the data we have generated. Our decisions are more proactive and based on data. We have a huge number of SKUs which would otherwise take enormous amounts of time to reach decisions. However, with real-time data now available at a click of a button, we are able to make better forecasts and thus take better decisions regarding each product. This has led to optimising our manpower, raw material, and infrastructure, leading to significant cost savings which have a direct impact on the bottom-line," he said.

Goldmedal Electricals has used cloud technology right from the beginning of its digitalisation drive. The company, therefore, has almost no physical data servers or physical infrastructure to maintain. Beginning with accounting and sales and slowly it has been able to digitise a major part of its operations using cloud technologies.

"Since we have a pan-India operation with thousands of touchpoints and partners spread across the country, we decided to automate those parts which took the maximum amount of company resources and time. This included various aspects of accounting, sales, and **inventory management**. Moving these processes and

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