



ADVANCE SEARCH  
INVENTORY MANAGEMENT  
MULTIPLE PRICE LIST  
LOGICAL GROUPS  
DECISION SUPPORT SYSTEM  
MIS  
CERTIFICATION MODULE  
ONLINE CHAT TOOL  
FACEBOOK  
TWITTER  
LINKS  
BUSINESS INTELLIGENCE  
LEAN MANAGEMENT  
INTEGRATED WITH ACCOUNTS  
RFID  
POLISHED  
REPORTING BY EXCEPTION  
TENDERS / AUCTIONS

"Excellence Delivered Through SGI-DiaSoft  
Sales & Global Inventory Solution"

## “SGI-DiaSoft – Sales & Global Inventory Package Implementation at Blue Star—Arjav Diamond Group”

Blue Star (BS) is one of the biggest companies in the diamond industry with its manufacturing units at Surat and sales and marketing office at Mumbai. BS sources its rough diamonds from mines across the globe and has well equipped manufacturing units with the latest machines and over 2000 skilled artisans to deliver the best value.

### Business Challenge

With more than 4 decades of existence in the diamond industry, the criticality of business processes at BS increased which in turn demanded effective systems and appropriate manpower to fully comply with these processes. This is where the senior management realized the need of a highly integrated end to end software solution catering to all functional departments at BS.

With BS’s approach of distribution based on building a broad portfolio of clients in different sectors and different geographic regions, they required unique and robust software solutions to achieve the same. They were looking for solutions that would help them achieve the profitability and sustainability that they desired. Hence the main drivers of implementation of SGI-DiaSoft were to balance long-term direct relationships with their clients and perform sales operations to achieve optimum prices across their entire inventory and output range.

### Journey of Success

Lemon Technologies Pvt. Ltd. (LTPL), based on its expertise in the gem and jewelry industry, developed high-tech integrated software, with the following unique features, to address the business challenges faced at BS.

- **Rough Procurement Module** – Being a DTC Sightholder company, BS directly purchases rough diamonds from mines. When this rough is inward in the company, the rough can be mixed with a similar type of rough, transferred for manufacturing, issued on jangad to a party for observation or can also be sold to a third party. All these operations take place through the system, thus giving BS the facility to track any action done on a rough and accordingly get its valuation also from the system.
- **Valuation of In-process Stock** – When the bulk stock is at the manufacturing level, it is really difficult to give valuation of such stock as the parameters of the diamonds are not known at this stage. However, with SGI-DiaSoft, BS has the facility to know the value of the in-process stock. The same is given by the system in linkage with the DiaSoft™ software solution implemented at BS.
- **Suggestive Stone Categorization Process** – This unique module at BS, facilitates them to know which stones can be categorized as bulk stones and which can be categorized as single stones based on multiple criteria

of categorization like diamond parameters, periodic sales, current orders on hand and price that the stones will yield in either case. This categorization is totally suggested by the system which aids the employees in decision making.

SGI-DiaSoft success has completely facilitated BS to achieve the 2 main following things – Extract the best possible value from each piece of rough diamond they input and sell their polished output at the best possible prices.

SGI-DiaSoft implementation at BS resulted in consistently supplying the best and maintaining long-term business relationships with their customers, having an increased exposure in the global space and strengthening their position in the highly competitive market.

### Success Value Delivered

- This global application, based on harmonized sales processes, allows cross-regional and cross-channel visibility, relationship sales, global sales, and gives visibility to critical information across various geographies.
- Fully automatic system suggestive stone categorization process with appropriate information given by the system for decision making.
- Sales and inventory analysis tool for middle and senior level management.

### About Lemon Technologies

Lemon Technologies is an ISO 9001:2008 certified software development company pioneering in database applications, especially, cutting edge technology solutions for the Gem & Jewelry industry.

Lemon has been formed with the vision to offer innovative and creative software solutions for the beneficiation of our customers worldwide such that our solutions enable them to transform the way in which they do business.