

Driving Operational Clarity at RR Kabel

Scaling Wire & Cable Manufacturing With Strong Operational Control

RR Kabel's journey through cableERP on Microsoft Dynamics 365 to bring online their complete supply chain, copper visibility, and dispatch accuracy across a multi-plant operation.



Customer: [RR Kabel Limited](#)

Industry: Wire & Cable Manufacturing

ERP Platform: Microsoft Dynamics 365 (Cloud)

Industry Layer: cableERP

Scope: Multi-plant sales, production, inventory, traceability, dispatch

Key Outcomes:

- Online, stage-wise inventory and production visibility across plants
- Real-time copper visibility supporting commercial decisions
- Length-level traceability from raw material to finished drums
- Improved dispatch accuracy through drum reservation
- Scalable, cloud-based ERP foundation supporting growth and exports

RR Kabel's evolution from a single manufacturing unit in 1998 to a leading wire and cable manufacturer serving global markets has been steady and intentional. Over time, the business expanded across plants, product lines, and geographies, bringing scale but also a new level of operational complexity.

In wire and cable manufacturing, growth doesn't just add volume. It introduces **challenges around length-controlled inventory, scheduling interrelated production steps, copper-intensive processes, and traceability** expectations that cut across production, quality, and dispatch.

As RR Kabel scaled, the focus shifted from simply having systems in place to ensuring those systems delivered **strong operational control at scale**.



The Challenge: Systems lagged behind manufacturing reality

RR Kabel already had ERP systems in place. The issue was not a lack of technology, but whether their existing landscape could truly keep up with the operational complexity of wire and cable manufacturing—without relying on heavy customization or inefficient workarounds.

Certain limitations became increasingly visible as operations grew. Production entries were often processed after production shifts. These delays in transactions reduced inventory visibility and made traceability harder when quick answers were required, whether for quality checks, internal reviews, or customer queries.

“

“Earlier, production entries used to happen after completing the production shift. Management wanted production to be online so that visibility would be available immediately.”

— **Pragnesh Parikh, Assistant VP, Information & Technology**

”

At the same time, cable-specific complexities—such as monitoring copper consumption across multiple baskets, controlling length-based inventory, and safeguarding dispatch accuracy—were not easily handled within standard, off-the-shelf ERP workflows.

The Objective: Adopting cable-specific ERP

When RR Kabel evaluated the next phase of ERP modernization, the objective was clear: ***Find a system that understands how cable manufacturing actually works, rather than forcing operations to adapt to software limitations.***



The focus areas were practical and non-negotiable.

1. *Online, stage-wise production entry across manufacturing processes.*
2. *Accurate copper consumption tracking aligned to shop-floor realities*
3. *Length-level traceability across WIP and finished goods*
4. *Dispatch confidence through drum-level identification and reservation*

Reflecting on this phase, Mr. Parikh notes:

“

“In a cable ERP, the most important part is it understands the special characteristics of cable manufacturing, such as typical parallel production entry. The system understands the impact of length-based scheduling. That was a key differentiator for us.”

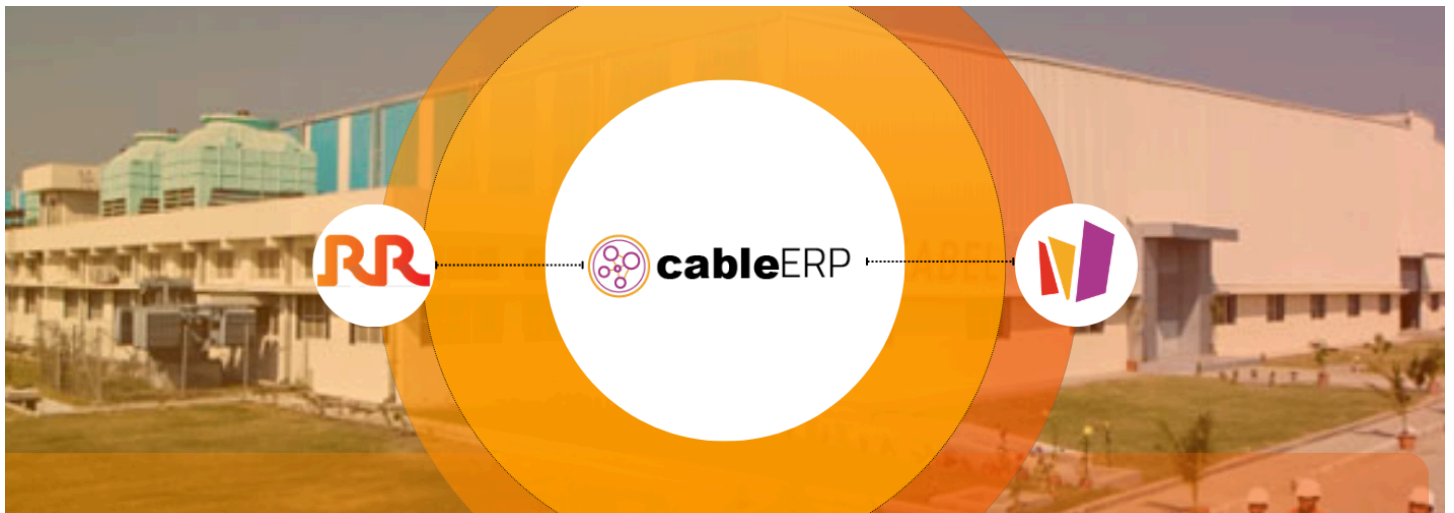
”

What Was Implemented: cableERP on Microsoft Dynamics 365

To meet these requirements, RR Kabel implemented cableERP alongside Microsoft Dynamics 365, combining a stable, cloud-based ERP platform with industry-specific cable manufacturing logic.

InnoVites worked closely with RR Kabel's teams throughout the implementation, ensuring the solution reflected real shop-floor workflows rather than idealized process models.

cableERP embedded cable manufacturing intelligence into the ERP layer, **supporting real production scenarios such as stage-wise, length-based reporting; copper basket consumption; and length-controlled inventory**, while Microsoft Dynamics 365 provided scalability, security, and long-term platform continuity.



Outcomes & Impact: From system adoption to operational control

The shift to online, stage-wise production entry fundamentally changed how information flowed across the organization. Visibility improved not just at the end of the process, but as production happened.

“

“Now my production entry is online. That itself is a major improvement and improves the speed and quality of our decision-making,” **Mr. Parikh shares.**

”

With production, dispatch, and receipts operating online, traceability extended seamlessly from finished goods back to raw material vendors through barcode-driven processes.

Copper visibility, in particular, became far more actionable.

“

“This is a copper business, consuming a lot of capital on the shopfloor and inventory. The visibility of copper is very important—and now it’s transparent throughout the supply chain,” **says Mr. Parikh.**

”

For a material that drives a significant portion of cost, this transparency supported better planning, purchasing, and risk management decisions. At the same time, features such as drum reservation and controlled BOM governance ensured accuracy was maintained even as scale increased.



Making Operations Transparent and Accessible

What was once complex and siloed became visible, structured, and easy to manage across teams.

A scalable foundation for continued growth

Over the years, RR Kabel implemented cableERP across multiple plants, navigated ERP platform upgrades, and ultimately transitioned to a cloud-based Microsoft Dynamics 365 environment while retaining the same industry-focused operational layer.

The outcome was not merely system continuity but sustained operational stability alongside a continuous stream of innovation into the platform.

Cloud infrastructure reduced downtime risk, and cable-specific ERP logic ensured production and dispatch continued to run smoothly as the business grew.

RR Kabel's journey highlights a broader lesson for wire and cable manufacturers: sustainable scale depends on systems that respect operational reality.

By combining a clear internal vision with wire & cable-specific ERP capabilities, RR Kabel built a digital foundation that supports growth, exports, and increasing complexity while maintaining strong operational control.

Today, RR Kabel operates with a digital foundation that mirrors the realities of wire and cable manufacturing, supporting scale, complexity, and growth while maintaining strong operational control across plants.

InnoVites x RR Kabel: A Partnership Built for Scale

Working alongside RR Kabel, InnoVites approached each phase with a practical understanding of the industry's complexities, ensuring that every step supported sustainable and scalable operations.



RR Kabel's transformation with InnoVites and cableERP was not just about implementing a system—it was about building a strong operational foundation to support sustained growth. As the business expanded across plants, products, and markets, the focus remained on enabling clarity, consistency, and control across every layer of operations.

With improved visibility and structured processes, teams are now better equipped to plan with confidence, execute with precision, and respond more effectively to changing demands. Operations that were once complex and fragmented are now aligned, connected, and easier to manage at scale.

At the core of this journey is a partnership built on domain expertise, collaboration, and a shared commitment to operational excellence in the wire and cable industry.

Strategic Partner for Digital Transformation
In The Wire & Cable Industry

