

Success Stories:

How Companies Are Improving the Bottom Line with Modern ERP



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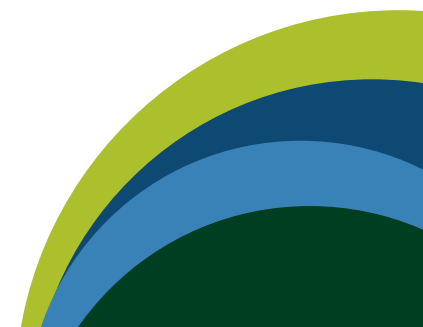
Introduction

The right ERP solutions can help organizations improve efficiency and performance in many ways. They can help you streamline business processes across the value chain, from finance and accounting to sales to manufacturing and distribution, and everything in between.

You may think you know ERP, but solutions have come a long way in recent years in terms of innovation and new functionality. ERP solutions, like those from Sage, offer significantly greater flexibility and a variety of deployment options to meet your unique needs.

As you consider your next step, it's always great to get a bit of inspiration. Here are six real-world examples of how organizations are leveraging modern ERP solutions to improve bottom-line results.

These case studies illustrate how a new ERP system enabled the organizations to achieve increased visibility and access to mission-critical data, which enabled them to make more intelligent strategic decisions and adapt more easily to change.



Garland Industries, Inc.

Customer
Garland Industries, Inc.

Industry
Manufacturing

Headquarters
Cleveland, Ohio

Number of Locations
8 in the United States,
Canada, and Great Britain

Challenge

Garland Industries' legacy application lacked the integration capabilities and business intelligence tools the company needed to effectively manage its large operation.

Comprised of 11 companies with eight offices in the United States, Canada, and Great Britain, and more than 500 employees, Garland Industries is a leading manufacturer and distributor of high-performance roofing and flooring for commercial, industrial, and public properties. When it needed to replace its aging business software, Garland Industries sought a modern ERP that could enable it to integrate its data among its various sites.

Solution

In addition to business intelligence, ease of use and value were deciding factors in the selection of a modern ERP system.

Results

Business intelligence provides managers with actionable data that can be shared easily across the enterprise. Development tools accommodate unique business processes. Manufacturing tasks are streamlined, saving resources and improving accuracy.

A matter of business intelligence

The company's existing applications did not offer the integration options, quick data access, and reporting capabilities Garland Industries needed for growth. ***"We were looking for true business intelligence,"*** recalls Bruce Emrick, director of IT for Garland Industries. "We needed a way to effectively analyze our data and workflow to improve our business processes."

How Garland Industries uses its new ERP every day

1

Support for process manufacturing

Manufacturing Resource Planning (MRP) enables warehouse enable staff to record manufacturing data in real time, driving efficiency throughout the organization. With MRP, Emrick adds, **“We know precisely what inventory we have available at any time. There is no longer a delay in recording activity on our work orders.”**

2

Streamlining MSDS production

Previously, Garland Industries used a manual and time-consuming process to update its Material Safety Data Sheets. Now this work is done automatically, enabling the company to print the correct sheet when needed. This has helped, according to Emrick, **“. . . keep our labor costs down, even as we have expanded.”**

3

Putting data in the hands of those who need it

The company has hundreds of sales representatives, and all need access to their open orders, commission reports, and territory sales figures. Now, over the Internet, representatives can place orders, view their commission reports, check on open orders, and monitor customer invoices. The real-time update of data ensures that representatives have the most current information. “We get the visibility we were missing,” says Emrick. **“Instead of waiting for a report to tell us what already has happened, we receive up-to-the-minute information while it is still actionable.”**

Satellite Industries, Inc.

Customer
Satellite Industries, Inc.

Industry
Manufacturing/Wholesale
Distribution

Headquarters
Cleveland, Ohio

Number of Locations
8 worldwide

Challenge

Significant growth and global expansion strained Satellite Industries' system of disconnected business management applications.

In business for more than 50 years, Satellite Industries, Inc. is the No. 1 supplier of portable sanitation equipment in the world. The company operates in 75 countries with sales offices located in the United States, the United Kingdom, Germany, Belgium, France, Spain, Poland, and China.

Solution

An ERP was chosen based on ease of implementation and robust multinational capabilities.

Results

Single solution addresses all aspects of the international company's operations. Improved supply chain management supports high-volume yet lean operations.

Visibility and control

The company had been running a homegrown software system with several disconnected processes. Data was stored in spreadsheets, database applications, and a legacy system. Organic growth and multiple acquisitions led the company to seek a modern, integrated ERP solution to enable it to better meet the needs of its growing operation.

Satellite Industries' President and CEO Todd Hilde says, ***"It was important to find a system that would allow us to effectively collaborate with our suppliers and provide complete supply chain visibility and control."***

How Satellite Industries, Inc. uses its new ERP every day

1

Supply chain visibility

The company needed to bring business partners into its processing environment by establishing a self-service portal for vendors and customers. **“Now our business partners can access our systems and have full and immediate visibility into orders and are able to plan their workloads accordingly,”** says John Babcock, vice president of Satellite Industries. The system also enables customers to log on and enter their own orders, as well as gives the company greater inventory visibility, facilitating a large volume of business with a lean staff.

2

A single view of the customer

Previously, customer information was distributed across multiple systems resulting in duplicate data entry, information redundancies, paper-based backups, and an overall lack of cohesiveness in accessing information when talking to or meeting with customers. Through its ERP system’s CRM module, **the company now consolidates customer information from every office and, as a result, enjoys improved communications, enhanced sales activities, and an improved cash flow** via customer data related to credit, collections, customer service, sales, quality assurance, and contracts.

3

Efficient global operations

The company now operates in a global, mobile environment. Says Babcock, **“I can sit here at my desk in Minnesota and quote a customer in Germany, and send off that quote in German with the amounts in Euros.** Even better,” he says, “I can perform the same task, just as effectively, from my iPad at the coffee shop.”

4

Doing more in less time

Hurricane Katrina struck just three months after implementation, spiking demand for the company’s products. **Satellite Industries successfully handled the equivalent of six months of business in just 30 days.** “We would not have been able to accomplish this using our previous system,” says Babcock.

Russell Sigler, Inc.

Customer
Russell Sigler, Inc.

Industry
Wholesale Distribution

Headquarters
Phoenix, Arizona

Number of Locations
35 across the southwest

Challenge

Russell Sigler required a robust, scalable solution that could handle all aspects of its busy distribution operation.

Russell Sigler, Inc. is a leading wholesaler of Carrier and Bryant heating and air-conditioning products. Headquartered in Phoenix, Arizona, the company operates 35 branch locations throughout the Southwest, and needed an ERP solution to manage its operations. The team needed to better manage how it provided contractors with the necessary equipment, parts, and supplies for installing and maintaining high-end commercial and residential air conditioning and heating systems.

Solution

An ERP system that delivers supply chain management, forecasting tools, and point-of-sale functionality based on a highly scalable and flexible platform.

Results

The software easily handled the addition of three times as many locations and twice as many users without interruption. Powerful inventory-management tools help the firm optimize its supply chain.

A scalable solution

Shortly after its ERP implementation, Russell Sigler went through a major expansion that added 25 locations and more than doubled revenues and employee count. Rich Unterbrink, IT manager, Russell Sigler, Inc. says, **“(our new ERP system) handled our growth without any trouble. We now have more than 400 users and it takes it all in stride.”**

How Russell Sigler, Inc. uses its new ERP every day

1

Flexible architecture

Russell Sigler chose an ERP that lends itself to customization of functionality, including such processes as vendor claims. About 25 percent of **Russell Sigler's business activity involves claim rebates for products sold to certain customers under certain cost/price conditions. Russell Sigler's ERP automatically accommodates this value-added component and eliminates time-consuming and error-prone manual claims tracking and invoicing.**

2

Broad functionality

Enabling rapid counter sales support at the company's branch locations as well as speeding how its call center takes phone orders was critical to its operations. **"We handle both cash and account transactions at our sites," says Unterbrink. "Very few ERP systems have the supply chain controls that ours has, plus point of sale capabilities."** Quick access to customer and product data, along with simplifying data input, helps drive efficiency throughout the organization.

3

Optimizing the supply chain

The company pulls inventory from various branch's stock to satisfy its customers. By integrating forecasting, inventory-replenishment controls, sophisticated order fulfillment, and inventory sourcing, the company can better position inventory to satisfy customers' demands. **"We have more than 40,000 part numbers, thousands of customers, and dozens of locations," says Unterbrink. "It is vital to our success that we have the products our customers want available when and where they want them. Our ERP helps us do that."**

4

Rapid implementation

When opening a new location, Russell Sigler uses a train-the-trainer approach. **"We bring in a few personnel from each new branch for training. They then train the balance of their team," says Unterbrink.**

Carson Home Accents

Customer
Carson Home Accents

Industry
Wholesale Distribution

Headquarters
Freeport, Pennsylvania

Number of Locations
1

Challenge

Carson Home Accents sought a new ERP solution that offered the functionality and flexibility it required, and could deliver a rapid return on investment.

Carson Home Accents line includes 2,500 gift, garden, and home décor products that it distributes to 7,500 specialty retail stores nationwide. While its business model has changed and its product offering has grown, it remains family-owned and committed to exceptional service. When the company looked to upgrade its business management solution, it searched for an ERP software package that would serve current needs and could evolve with the company's future requirements.

Solution

The company selected an ERP software solution that met current needs and could scale to meet future demands.

Results

Efficiencies gained have allowed the company to leave four staff positions unfilled. Flexible allocation logic increases customer satisfaction and reduces shipping costs. Meeting regulatory compliance needs is simpler. Customer satisfaction is up.

Room to grow

The ability to scale and change processes was critical to company's needs. ***"We will not make a change to our operations without absolute confidence in its success,"*** says John Hill, vice president of administration for Carson Home Accents. "Our business processes constantly evolve," adds Hill. "We are constantly working to improve the way we operate to stay competitive and to reinforce our value to our customers."

How Carson Home Accents uses its new ERP every day

1

Flexibility to meet complex requirements

One of the requirements of its new business management software was the ability to handle a complex inventory allocation model. Carson Home Accents works with 20 overseas suppliers and the long lead times involved can complicate the company's goal of optimizing inventory levels. **"We strive to ship most orders 100 percent complete, as it saves us money and provides a better level of service to our customers,"** explains Hill. The company's new ERP can optimize the fulfillment process, by finding and selecting orders that can ship complete based on current stock, saving time and money, as well as prioritize based on such factors as customer and product.

2

Streamline credit card processing

"Currently about 20 percent of our revenues are processed from customers using credit cards," says Hill. **The company's ERP now integrates credit card processing and eliminates manual tasks, saving approximately 20 hours per week.** Recent regulation changes have magnified its value. "It is PCI compliant," notes Hill. "These regulations can be difficult and costly for smaller companies like Carson Home Accents."

3

Increasing customer satisfaction

With improvements to the order-fulfillment process, Carson Home Accents receives many positive comments. In fact, the company was recently cited for excellent customer service in an industry trade publication. "Our customers are saying 'thank you for the new and improved invoice'." **Anytime a customer thanks you for an invoice, you know it is a good thing,"** says Hill.

4

Measurable return on investment

Carson Home Accents makes a conscious effort to achieve a measurable return on investment for any improvements the company considers. "It is more than a formula on a spreadsheet," says Hill. **"We have very high expectations for both our employees and our information systems.** (Now) when an employee leaves or we find ourselves challenged to keep up with new business, we first look at how we can reorganize the workflow to become more efficient and make better use of the features in our ERP." Since its ERP implementation, the company has not needed to replace four positions that became vacant.

Boiron USA

Customer
Boiron USA

Industry
Pharmaceuticals

Headquarters
**Newtown Square,
Pennsylvania**

Number of Locations
2

Challenge

Boiron USA sought a modern ERP solution with robust international capabilities to replace several disconnected systems.

Founded in France in 1932, Boiron is world leader in homeopathic medicines with a presence in 67 countries. Its U.S. operation, Boiron USA, employs 125 people and with facilities on both coasts. Its products must meet FDA regulations and adhere to the guidelines of the Homeopathic Pharmacopoeia of the United States. Boiron USA's products can be found in major retailers such as Whole Foods, CVS, and Walmart. The rapidly growing company required a scalable ERP solution to support its global operations.

Solution

An ERP system was chosen based on breadth of functionality including transnational operations, and low cost of ownership.

Results

Rapid implementation and streamlined data conversion jump-started productivity. Global feature set supports international operation.

Support for global growth

Boiron USA chose to implement the same ERP system used by the company's corporate headquarters in France because it supported its transnational requirements, including multi-currency, multi-location, multi-language, and multi-company functionality and a flexible Web-native architecture that accommodates a distributed workforce and Boiron USA's global business model.

How Boiron USA uses its new ERP every day

1

Streamline workflows

Boiron USA has dramatically simplified operations, from CRM (customer relationship management) to generating purchase orders. Fabrice Figliolini, information technology manager for Boiron USA says, **“The CRM module streamlines our collection activity greatly.”** Says Figliolini, “ ... integration with accounts receivable is very complete and operates in real time, so accounting and sales personnel all have a complete view of our customers.” The company can also set levels of approval by employee and route the requisitions automatically through the approval process. “As a result, says Figliolini, **“We have gained visibility into our spending that was difficult to obtain prior to implementation.”**

2

Swift implementation

The financial reporting and accounting modules were implemented quickly and efficiently, and the company will add warehouse-management components in the near future. Consultants worked with Boiron USA to migrate its existing data into the new system, cleaning data as necessary. Figliolini says, **“We have been able to replace several of our disconnected applications and have integrated our new ERP with our legacy distribution systems, which allows us to continue to be productive until we implement the full ERP suite.”**

3

Rapid return on investment

By bringing all of their corporate data together in a single system, Boiron USA has seen considerable gains. “There have been a measurable productivity gain from our finance team. **Daily tasks are quicker and easier to accomplish because we no longer need to export data to spreadsheets or database applications to generate the reports we require,**” says Figliolini.

Conclusion:

Let's Write Your Success Story

The preceding case studies illustrate the value of moving from old, legacy ERP systems to more modern tools. We hope these stories help you as you start to evaluate your ERP systems.

These companies turned to Sage ERP to help them achieve their strategic goals. We can help your organization, too, with a variety of solutions designed to fit your unique business needs.

Get started today. Call **1-866-530-7243** or visit <http://na.sage.com/erp>

