

# MANUFACTURING & DISTRIBUTION

Connecting A Global Engineering and Manufacturing Business with CRM System



## CHALLENGE:

- Integrate Product and Inventory Management on two continents to improve inventory stock monitoring, increase efficiency across the organization and reduce inventory carrying costs.

## SOLUTION:

- Implement CRM system to establish a common interconnected inventory database
- Standardize inventory development on a global scale.

## RESULT:

- Streamlined Inventory development process
- Increased efficiency on inventory stock level monitoring
- Reduced inventory errors by 25 percent
- Improved resource utilization in production by building only inventory forecasted by CRM system
- Automated email alerts when stocks below demand threshold

CRM systems can be used in many industries from service oriented companies to manufacturing and distribution companies. Estorm Technologies has recently completed an implementation for a medium sized manufacturing company (Rap Engineers Pte Ltd, <http://www.rapengineers.com/>) with offices in Australia, Singapore and India. Rap Engineers provides a complete range of components for the food, dairy, pharmaceutical, chemical and other chemical process industries with its engineering and valve components. They sell both complex assembled parts which are made-to-order (managed with the CRM Project management modules) to simple off the shelf parts which are tracked by the CRM inventory module. In 2009, the customer decided to evaluate the potential for using a Customer Relation Management (CRM) system to manage inventory associated with product for productions group based in Singapore and branches in China, Australia and India.

After investigating many CRM solutions during a three-month evaluation process, they chose EStorm's CRM system because of its ease of use and Estorm's commitment to support customization of the inventory features to meet their requirements such as a delivery order feature.

### Linking global inventory process via CRM

Transforming several separate autonomous product development groups into a single global organization required a CRM system that provides tight revision control, consistent inventory monitoring



information, and automatic notifications to stock handlers. With EStorm's CRM system, the system monitors inventory data on a real time basis from each of the different locations via a common database.

The company also appreciated that inventory module of CRM system is able to create a Delivery Note (in pdf), so that they no longer needed to laboriously create it manually which slowed down the sales and delivery processes.

Prior to implementation of the CRM system, they assigned a person to update the inventory stock level manually after a sale and purchase of new parts. This person has to monitor every sales order or return of each product part and ensure there will not be any out of stock products. Many end customer problems occurred when an input error occurred overlooking a product stock level issue as there are thousand of parts in inventory. The CRM system prevents these errors as the inventory is controlled from the invoice creation and stock handlers are automatically notified when inventory is below a demand threshold. They also are able to import new parts from Microsoft Excel format files to simplify data upload. The system will standardize the same set of description parameters for all parts and use the same global part numbering system. This makes the inventory data more uniform and easier to locate using the CRM system's search capabilities.

### **Collaboration drives quality, increases efficiency on inventory stock level monitority.**

By implementing the CRM system, the company has increased the production productivity and improved product delivery timetables. The company has compressed its inventory cycles, reduced inventory errors by 25 percent and streamlined communication among production, purchasing, engineers and even sales personnel through the use of a common tool.

### **Maximizing resource utilization for greater flexibility**

One of the more important benefit the company has realized from the implementation of CRM system is the flexibility afforded by an interconnected global product-inventory system. For example: the production personnel are able to create an inventory report and submit to upper management level with a single click.

To realize even greater automation and efficiency, the CRM system has been customized to meet other business needs such as invoices and sales quotations.

