

Customer Success Story



THE ANSWER COMPANY



www.oemreman.com

O.E.M. Remanufacturing Inc. has a combined 85 years of rebuilding and remanufacturing experience in natural gas and diesel engine components. Core products include blocks, crankshafts, cylinder heads and liners, connecting rods and camshafts, servicing the natural gas compression, railroad and other industries. Their current focus is remanufacturing Caterpillar engines and power train components for Finning Canada.



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The Answer Company has installed, customized, supported, and provided training for businesses across North America since 1994. Its experienced technical team works with clients from project assessment through systems implementation and beyond, evaluating business processes and recommending the most appropriate solutions. The Answer Company's consultants, technical staff, installation experts and trainers are all committed to providing excellent customer service.

OEM: Putting Customer Relationships at the Core of its Business

EDMONTON, ALBERTA – OEM's business focus is on remanufacturing components for major customers in the mining, construction, forestry, natural gas, railroad and marine industries. When they landed a sizeable contract and experienced 600% growth within a few months, OEM needed a sophisticated manufacturing solution to keep up with the significant increase in business. They needed a system that would integrate with custom applications, replace manual processes and provide comprehensive Customer Service Information for their customer service representatives (CSR's).

The Challenge: Accurate Information, Customer Service and Accounting

"Any new software had to communicate with existing custom systems without costly reprogramming," said Robert Martin, IT manager of OEM. "We needed a strong partner to put the new IT systems in place and help us keep everything running smoothly afterward."

OEM's existing workflow relied heavily on a cumbersome paper trail, supplemented by various custom applications, some of which were critical to operations. In addition to wanting to alleviate the constant re-keying of data, the company needed a flexible software solution that would allow customization for their business and provide their CSR's with up to date customer information.

The Solution: A great partnership in Services and Software

OEM contacted Sage Software who recommended The Answer Company, a primary VAR of Sage Software in Western Canada with 12 + years of experience, to help understand OEM's integration needs and configure MAS 500 to efficiently handle the company's complex manufacturing process and reporting requirements. OEM also required a CRM solution that would improve their communication with their salespeople and service to their customers.

Evaluating two alternatives, the answer was in two Sage solutions combined: MAS 500 enterprise resource planning (ERP), Sage's most powerful business management system, and the highly flexible SalesLogix CRM platform. The Answer Company had developed an open source bi-directional synchronization module which would allow MAS 500 and SalesLogix to communicate seamlessly with one another.

Migration to the new system was very straightforward. First, key manufacturing and financial data was transferred from the older system into MAS 500. Secondly, various OEM customized applications were integrated into MAS 500's manufacturing and distribution applications. Thirdly, customer and prospect data was imported into SalesLogix from Act Contact Management and finally this information was synchronized with MAS 500. Now all aspects of the business, from the back office to customer touch points, access the same, up-to-date information.

The Benefits: Customer Satisfaction – It's Better Than Ever

Together the new system offers the best of both: MAS 500 provides master customer file information, and SalesLogix manages the sales process, and automatically transfers info to MAS 500 when prospects become customers. Inventory and product information are automatically shared between MAS 500 and SalesLogix, with changes being synchronized on a daily basis.

"The key is, it works, and it does what OEM needs it to do," said Ian Merkel Project Manager for The Answer Company, who recently reviewed the system with Robert Martin at OEM's brand new state of the art facility in Edmonton. "MAS 500 and SalesLogix provide the primary database for OEM's customized applications. Salespeople and customer service reps have the information they need and accounting staff now have timely, accurate financial reporting " Said Robert Martin "We've done away with the mass of paperwork and manual re-keying we used to do. Now we can focus on our remanufacturing and repair work."