

# American Tubing Inc.

Intuitive™ ERP

## Intuitive ERP Resolves Scheduling Issues & Increases Bottom Line for Tubing Fabricator



*American Tubing, Inc. Sees Increased Competitiveness as a Result of Implementing Intuitive ERP*

### Overview

American Tubing, Inc. (ATI), established in Springdale, Ark. in 1976, is a leading producer of copper components and brazed copper assemblies for use in the air conditioning and refrigeration industries. With revenues exceeding \$10 million, ATI is a make-to-order shop with more than 150 employees, producing parts to individual customer specifications and prints.

### The Challenge

Prior to implementing Intuitive ERP, ATI faced a problem familiar to many manufacturers—scheduling. Customers were demanding shorter lead times and ATI's existing ERP system was not capable of providing the information necessary to respond quickly. As a result, ATI was losing business.

At the same time, ATI was moving their equipment away from manual operation toward automation, and they required a system that could schedule efficiently and had machine loading capability.

It was imperative for ATI to view their shop floor load at any point in time, allowing them to determine where potential problems existed and create corrective solutions on the production line before slowdowns occurred.



### ROI at a Glance:

After implementing Intuitive ERP, American Tubing, Inc., a Springdale, Ark.-based leading producer of copper components and brazed copper assemblies, achieved the following returns on investment:

- Increased competitiveness.
- Dramatic decrease in overtime billings.
- Ability to make modifications easily without compromising data.
- Low total cost of ownership.

**“Intuitive is committed to their customers. They listen to our needs and address issues as they arise.”**

—*Chuck Lewis*, President, American Tubing, Inc.

## The Solution

ATI management contemplated rewriting their existing system in-house while they searched for other solutions. Then they learned about Intuitive ERP—a software system that offered a 100 percent Microsoft® solution.

After a visit to Intuitive, ATI determined that the system functionality of Intuitive ERP would be a perfect fit for their business and licensed the Intuitive ERP base system with the Location/Lot Tracking and Shop Floor Control (SFC) options for 25 concurrent users.

“In relation to other systems, Intuitive ERP is very easy to learn and use,” said Chuck Lewis, president of ATI. “It follows rules consistent with manufacturing, which allow us to have consistency. It is also a very logical system and flows in the way a person would imagine.”

## ATI’s Results

ATI believed it was important for their own growth to be involved with the technology from the beginning. That investment paid off for ATI.

“To date, there has not been an upgrade made available that we have not considered taking the time to install as soon as we could,” said Lewis. “New versions are always faster and more feature-rich.”

Within the first year after implementing Intuitive ERP, ATI experienced a dramatic drop in overtime. Intuitive ERP gave ATI the ability to view their shop floor load at any given point in time and allowed them to schedule hours by department, rather than the entire shop.

“Intuitive ERP is better than any other system we have used at ATI,” Lewis continued. “Based on the progress we have made during the past several years, I see us using the software for a long time to come. Intuitive is committed to their customers. They listen to our needs and address issues as they arise.”

Additionally, Intuitive ERP improved ATI’s reporting. The system previously used by ATI did not assist managers in preparation of consistent reports for scheduling purposes, whereas Intuitive ERP prescribes to an APICS-based set of rules and procedures that support consistency in reporting throughout the system.

## ATI’s Reaction

“For our company, Intuitive ERP has been a perfect fit. It is a dynamic system that can expand as our company grows. We have worked heavily with the software, using it as a base to develop additional solutions for our specific needs. We have found it to be a thorough system that considers the various ways of going about business. It is also a very flexible system, allowing us to customize without compromising data,” said Lewis.

## About Consona ERP

Consona Corporation is a worldwide leader in providing customer relationship management (CRM) and enterprise resource planning (ERP) software and services for companies of all sizes. Consona serves more than 4,500 customers worldwide and across a variety of industries.

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