

# Anderson Power Products

## Intuitive™ ERP

### Intuitive ERP Helps Manufacturer Bring Five Global Locations Under One ERP Umbrella



*Anderson Power Products Also Improves Customer Relationships and Financial Reporting with Intuitive*

#### Global Leader Amps Up

Based in Sterling, Mass., Anderson Power Products (APP) is an industry leader in the design and manufacture of high-power interconnects and accessories. Prior to its Intuitive ERP implementation in 1997, the company was operating two locations (in the U.S. and Ireland) and, according to Craig Cormier, manager of business applications for Anderson, using one of the old BPICS-AS/400 systems. "It was a green screen, all text entry," he said. "The company was at a point in the 1990s when it would cost half a million per year to keep it running." Since implementing Intuitive ERP, the company has expanded from two to five global locations, adding offices in Hong Kong, China, and Taiwan. All locations now use the same ERP system, and the company has reduced data entry, inventory levels, and reports significantly.

APP was founded in 1877 to manufacture products in support of the mining and railway industries. Today, it is an industry leader in the manufacture of high-current, quick-disconnect power connectors, and provides a variety of interconnect solutions for the material handling, telecommunications, medical, power electronics, and other industries. Four of its major customers are APC (power backup), Motorola (telecommunications), E-Z-Go (golf carts), and TEXTRON (personal mobility).



#### ROI at a Glance:

After implementing Intuitive ERP, Anderson Power Products, a Sterling, Mass.-based manufacturer of high-power interconnects and accessories brought five global locations under one system and achieved the following:

- Improved shipping/sales abilities by 30 percent.
- Improved customer and prospect relationships and gained better visibility into customer sales volumes and details.
- Decreased custom reports by 50 percent.
- Improved consolidated financial reporting time by 625 percent (from three days to one hour).
- Decreased custom financial reporting for subsidiaries by 80 percent.
- Cut down data-entry time by 90 percent.
- Cut inventory levels by 50 percent.

**“We’ve always gone back to Intuitive ERP to try to leverage the best way to handle our challenges through our system, rather than around it.”**

— **Craig Cormier**, Manager of Business Applications, Anderson Power Products

APP’s connectors are available from 10 to 700 amp maximum ratings for use through 600 volts (AC or DC operation). The company is well-known for its ability to develop creative solutions for its customers’ power interconnect requirements. APP often makes modifications to standard products or even develops completely custom solutions to satisfy particular customer needs, thus mandating a robust ERP solution that allows for tremendous to-order flexibility.

Today, APP has 200 employees worldwide in five locations and annual revenues of \$32 million (2006).

## From Green Screen to ERP

APP took extensive advantage of an Intuitive consultant during the implementation process 10 years ago. The consultant helped the company work through all its issues and got everything set up in the corporate office. “We got lots of personal attention,” said Cormier, “which made for a fairly uneventful implementation—and that’s a good thing!” APP has grown right along with Intuitive ERP.

When the company made the switch in 1997, it implemented Version 3.5. Since that time, APP has continually upgraded to new releases of the application.

“The system has given us one point of entry for our entire business,” said Cormier. “All our employees enter data into the same system, instead of disparate systems for general ledger, inventory, planning, and so on. Having the same system in all locations has also increased effectiveness in cross-training and data exchange, since employees only need to learn one system.”

## Flexibility of Intuitive ERP Creates Unmatched Solution Fit

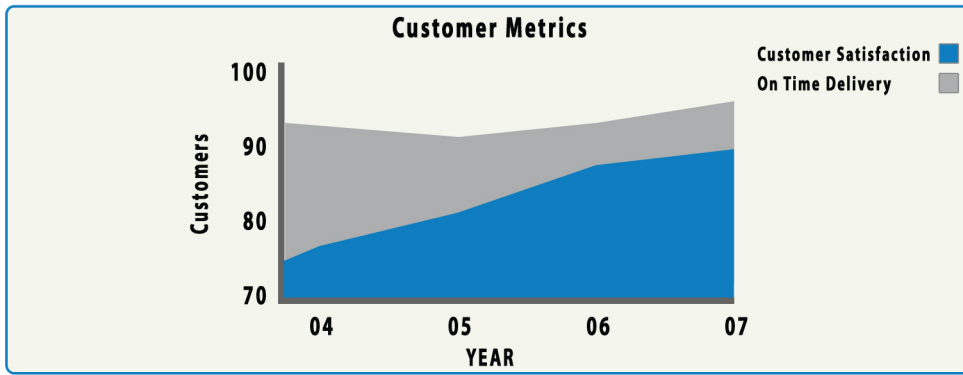
APP was drawn to Intuitive ERP because of its Windows-based architecture and its customizability. Cost was another factor—implementing Intuitive was less cost-prohibitive than continuing to maintain the old AS/400 system.

“We’ve done a lot of customization as far as putting our own business rules into the system,” said Cormier. “With the Intuitive system, we didn’t have to hire a team of consultants to do that. One of the reasons we’ve stayed with Intuitive ERP for more than 10 years is that we have become intimately knowledgeable about the software. We know how to tweak it to meet our business needs.”

Cormier offered an example of how APP has customized Intuitive ERP to meet unique business requirements. “We have five different locations, all in different currencies, so we have developed some custom reports that consolidate this information,” he said. “A multi-site, multi-currency view of our operations is key for us.”

**“Our planning department has seen a huge increase in effectiveness since implementing Intuitive ERP—to run an MRP now takes only a matter of minutes, and we can do it several times a day, instead of years ago when it could only be run overnight and resulted in reams of paper to go through.”**

— **Craig Cormier**  
Manager of Business Applications  
Anderson Power Products



As part of a lean manufacturing initiative, Intuitive's MRP system has helped the company plan its needs. With five locations, employees need to know "who's got what and how to get it to the right place on time," said Cormier. "Intuitive ERP has been enhanced over time to help us meet those needs. We're also using Intuitive's new customer relationship management (CRM) package to help manage customer opportunities."

## Powerful Results

Since becoming an Intuitive customer, APP has faced a number of business challenges, including growing into five global locations, changing parent companies and fiscal calendars, converting to the Euro, managing remote divisions, and diversifying its product line. "We've always gone back to Intuitive ERP to try to leverage the best way to handle our challenges through our system, rather than around it," said Cormier.

As Intuitive and APP have grown together, the results have been measurable. Significantly, following implementation of Intuitive ERP Version 7.2 in 2005, APP improved its shipping/sales abilities by 30 percent. Intuitive's CRM capabilities (OLAP) gave its sales team better visibility to customer sales volumes and details, and brought visibility of the sales funnel to the sales and marketing teams, which greatly improved customer and prospect relationships.

Additionally, electronic data interchange (EDI) tools have cut down data-entry time by 90 percent, and adhoc reporting enabled APP to decrease its custom reports by 50 percent and decrease IT requirements, while at the same time increasing information visibility. Timeline financials have allowed APP to decrease custom financial reporting for subsidiaries by 80 percent, while financial reporting time has decreased by 625 percent (from three days to one hour).

All of these metrics add up to one thing: more and better information in less time and with less confusion, paper, and data—a tremendous return on investment.

## 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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