

best

MAS 90

CUSTOMER

Red Hawk/CDT
www.red-hawk.com

BEST VERTICAL MARKETING PARTNER

Synergistic Software Solutions, LLC
800-815-8483

CORPORATE PROFILE

Red Hawk/CDT
1405 S Milpitas Blvd
Milpitas, CA 95035-6828
Phone: 408-945-1800

Headquarters
Milpitas, California

Type of Business
Telecommunications hardware

Number of Employees
32

Size
\$7 million

SYSTEM PROFILE

Operating System

- MS Windows NT/Novell Server

MAS 90 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Crystal Reports
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order

Synergistic Software Modules

- JOB♦OPS

JOB♦OPS™



Margins Soar at Red Hawk/CDT with MAS 90 and JOB♦OPS

When major players in the telecommunications industry design network services and applications, they don't just order miles of generic cabling. Instead, they rely on Red Hawk/CDT to custom assemble each part of the system. From fiber optic cable assemblies to specialized configurations of connectors, Red Hawk/CDT ensures that every component "reads" the appropriate signal clearly and correctly, often creating sophisticated signal splits for various routing needs. Rigorous testing guarantees that solutions meet and exceed all applicable fiber optic industry

standards, including those set by ANSI, Bellcore, and European and Asian countries.

Red Hawk/CDT is now part of the Cable Design Technologies group of companies, a worldwide leader in the design, development and manufacturing of both copper and fiber optic cable solutions.

THE CHALLENGE

Rapid growth necessitated an upgrade in the business systems used to run Red Hawk/CDT. Management needed a

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Viren Sikka
Controller and General Manager
Red Hawk / CDT

tool to determine the profitability of each order to guarantee more accurate estimating in the future, as well as end-to-end automation of all accounting functions.

After a thorough search, the company decided on MAS 90 because of the modules and reporting features it offered, as well as its seamless integration with JOB•OPS, a graphically based job operations and production system from Synergistic Software Solutions.

THE SOLUTION

Viren Sikka arrived at Red Hawk as the new controller and general manager in February 2001 and felt right at home. He had implemented MAS 90 for four companies in the past and was definitely a power user. He immediately saw opportunities for optimizing Red Hawks' usage of MAS 90.

“I instituted controls in the pricing structure,” Sikka explains, “establishing limits that forced compliance from the sales team. This was a huge factor in improving gross margins, which doubled in just six months.”

He also saw ways to enhance inventory controls. “Before we were doing physical counts. I set up procedures in MAS 90 for real-time inventory and taught everyone how to use them. I designed policies for checking out sample units for evaluation, for instance, and set up maximum and minimum figures. Now there's no room for error.”

Sikka's efforts show. After the most recent physical count, his inventory numbers proved to be 100 percent accurate. “The system is cutting costs,”

he says. “MAS 90 has allowed us to trim stock by 20 percent and realize a savings of \$100,000 in just nine months.”

Red Hawk uses JOB•OPS to automatically issue a work ticket whenever an order comes in. JOB•OPS tracks which production stage the project is in, so Sikka can provide customers with fast answers on availability. The module also assigns labor costs to each project for better estimating and profitability analyses.

Recent collaboration with a sister company has meant an additional 150 sales reps for Sikka to accommodate. Thanks to MAS 90 he is handling the newcomers with ease, and has not had to hire a single person in his group.

“I'm sold on MAS 90,” comments Sikka. “It's simple for the average person to manage without bringing in outside consultants. You can make it do what you want. And it's a very good value for the investment.”



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