

APPLIED ROLLER TECHNOLOGY

Solution Overview

Industry

Manufacturer/Distributor
Distribution

Scenario

Applied Roller Technology is a customer-driven manufacturer of custom-built bowed rollers. Their main goal is to deliver exactly what their customers want as quickly and efficiently as possible.

Company Profile

Applied Roller Technology is the leader in bowed roller technology. Since its inception in 1971, Applied Roller Technology has been manufacturing bowed rollers for companies worldwide. Applied Roller Technology offers the most technologically advanced roller available in the marketplace. Applied Roller Technology also offers a wide variety of roller styles, sizes, coverings, lubricants, mounting options and drive mechanisms to serve the paper, film, foil, nonwovens, textile and converting industries.

Situation

Dynamics has enabled Applied Roller to use one system to manage all their business critical information.

Software Used

Microsoft Great Plains Dynamics
Financial Series
Distribution Series

Applied Roller is the leader in bowed roller technology, providing their industrial manufacturing customers with rollers customized to their specialized needs. To help them do an even better job of serving their customers, Applied Roller decided to implement a system which would allow them to interface their quoting, order entry, and purchasing programs into one, as well as allow for the customization required to track and sell their customer-specific products. With Dynamics, Applied Roller now has the control they need in one system.

In early 1999, Applied Roller began a search for a Microsoft Windows-based software program. They were hoping to find a solution that would interface to their order entry programs and give them the customization capabilities they needed to track and deliver products that are designed for each customer's unique needs. They were also looking to replace multiple computer systems which required manual data re-entry from one system to the other.

After selecting InfoVision Inc. as their partner, they were introduced to Dynamics as the best Windows-based solution in order to get a smooth running operation with the control they needed in their quoting, order entry, inventory and accounting operations. Dynamics offered an integrated solution that is easy to use and personalize, and backed by award-winning customer support and services.

The Need to Integrate Systems

Working with disconnected applications, Applied Roller Technology was looking for a solution that would integrate their processes on a Windows-based system. In addition to strong distribution capabilities, they were also looking for a system that allowed customization to support their detailed, specialized requirements for creating products for their customers.

Applied Roller Technology selected Microsoft Great Plains Dynamics as their business management solution, and set about creating a customized program for dealing with their specialized manufacturing needs.. Working closely with Info Vision, Applied Roller Technology carefully analyzed the needs of their business . This careful upfront analysis paid off, enabling Applied Roller to sail through the implementation phase with few surprises.

"Great Plains Dynamics has improved my life at work, mainly for the time savings, but it also has brought us closer together as a team. Prior to Dynamics we all had our own individual jobs that were our sole responsibility. With Dynamics we are all closer, knowing what everyone else is doing and how it ties in to getting our product out the door," notes Carmen Shaffer, an accountant at Applied Roller.

"Microsoft Great Plains and our Partner, InfoVision, have given us a complete system that allows us to process orders in ways that we had only dreamed about in the past,"

Don Bigham
President
Applied Roller Technology

"With Great Plains Dynamics, we can process the same amount of business as our old system—using 25% fewer man-hours,"

Don Bigham
President
Applied Roller Technology

For more information about Microsoft Great Plains Business Solutions, visit www.greatplains.com

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Benefits

Using Dynamics, Applied Roller Technologies has been able to streamline processes and re-engineer their business procedures, making decisions about their products based on accurate and timely information. Here are just a few of the benefits their business has realized with the use of Dynamics:

- **Improved satisfaction and confidence.** High quality information from inventory and bill of materials has increased employee satisfaction and confidence when building an order. There are more than 124 kits to support 50 types or models of rollers with 10 option categories per roller. Picking tickets now print with complete information to ensure a quick and efficient build of product.
- **Reduced paperwork and streamlined processes.** Prior to Dynamics, Applied Roller used several different manual and computerized processes to enter and track orders from customers. Today, they have a consolidated system with all the information they need at their fingertips.
- **Leveraged information for managing costs.** Accurate information is leveraged for reorders and vendor negotiations. Thanks to the ability to view item information such as last order, last costs and time in stock, employees are better able to negotiate prices with vendors.
- **Reduced quotation time by 80-85%.** With Sales Order Processing, quotes can be provided in 15-20 minutes rather than 2-3 hours. In addition, quotes can be quickly turned to orders with little or no additional information required from the customer.
- **Improved and efficient production.** Because all the relevant information is collected in one system, the time required to build the specific customer roller has been reduced by 20%, improving employee satisfaction and satisfying customers with faster delivery times, greater accuracy and lower costs.
- **Improved reporting and access to information.** Applied Roller has dramatically improved the quality, accuracy and timeliness of their business reporting systems. More accurate sales information enables management to better project future production and sales.