

CASE STUDY



Building business by consolidating operations and streamlining functions through technology

COMPANY PROFILE

Jason Industrial is a leading supplier of rubber products and related hardware for the agriculture, construction, food processing, mining, and wastewater industries, among others. Since 1958 this service-driven company has expanded beyond the United States, and has established sales and distribution centers in Canada, Mexico and Brazil.

CHALLENGE

Five sales and distribution centers were operating on unique systems with unshared databases. If one location was out of stock on an item, an inventory search of other locations had to be conducted manually. The result was a lengthy process that kept the customer waiting and required staff at both locations to process the order, pulling them away from other tasks.

"We were operating on five unshared databases," says President Philip Cohenca. "The inventory and business management systems were unique to

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KEY PRODUCTS IMPLEMENTED BY MUNICS

Step 1:

February 2000: Munics configures its Basic Business System software—with specific customization for automated branch transfer order processing and strict branch security logic—to connect all five independent systems used by Jason Industrial.

Product: Next Generation™ Software, approved by industry experts Gordon Graham and The Distribution Team.

Step 2:

Additional applications are added to the system to manage inventory, employees, customer relationships, vendors, sales, and a more automated **Freight Interface Module** to track shipments by UPS, FedEx, DHL and other carriers. These powerful tools allow for reporting and analysis.

Highlight: Implementation of the **Inventory Management Module** allowed the staff to quickly assess stock and place transfer orders across multiple branches. If inventory is unavailable in one warehouse, the system automatically creates the necessary intra-company purchase orders and sales orders to create branch transfers. It then ships goods to the customers on time while maintaining inventory reports and all internal and external accounting transactions in real time.

Step 3:

The **E-Commerce B2B Module** was implemented so Jason Industrial could service their customers 24/7. The **Partner Relationship** and **Sales Direct Link** modules followed. These additions allowed Jason Industrial's staff to work directly through a web browser on a PC or wireless handheld device.

Latest Addition:

February 2006: Jason Industrial launches the **Next Generation™** solution for its Canadian operations (three locations), which includes the translation of the **E-Commerce B2B Module** and system forms in French.



each branch. Nothing was in real-time, so orders ran one or two days behind."

SOLUTION

Cohenca's team considered several technology companies for the job of getting all five locations centralized online. Munics was chosen for its **NextGeneration™** software and because "they had the core people who developed the product working on the integration, as well as the support they promised during the transition," says Cohenca. "Without a doubt you have some of the most capable people doing your hardware and software integration. Munics has the capability to customize software and the personnel to support it."

Munics integrated all five sales and distribution centers into a seamless system that reports inventory, sales, customer information and other crucial details in real time.

"The software is a tool for our sales people. They get CRM updates online and do sales analysis on the road," says Jason's Director of Information Services James Messineo, who acknowledges a 10% to 15% increase in sales volume with the **E-Commerce B2B Module**. "The more touches you can have with the customer, the better. We're very happy with the B2B module, and the customers really like it as well."

The first project of streamlining five distribution centers went so well that Cohenca enlisted Munics a second time. "It was a painless transition. It's saved a lot of time and manpower," Cohenca recalls. "We felt good enough about this technology that we used it for our Canadian operations in 2006."

BOTTOM LINE

"Munic's software solution certainly helped us save money, as well as entice and retain customers."

–Philip Cohenca, President, Jason Industries