GODLAN HELPS RAPID-LINE KEEP THEIR PROMISES

Company
Rapid-Line, Inc.

Industry
Industrial Manufacturing

Company Overview
Rapid-Line is a full service metal fabrication and tool and die job shop that is ISO-9001:2000 certified with a flexible, technology driven resource base, a skilled workforce, modern information systems and an active continuous improvement effort.

With extensive vertical integration and advanced technology, Rapid-Line offers a full range of services from design to product complete manufacturing. Their unique specialty is a complete, finished, in the box product. Rapid-Line takes great care to build into all of its products a high level of quality and value that will continuously earn the respect and loyalty of their customers.

The Challenges
Rapid-Line's first objective was to achieve solid capable-to-promise dates. *"It's much easier from the customer's standpoint to get the bad news immediately, while there is still time to do something about it,"* Rapid-Line president Mark Lindquist said. *"Infor ERP SyteLine lets us look forward, see potential problems, and correct them before they have an impact on our customers."*

Rapid-Line's second objective was to correct the causes of late shipments. The company has reduced its percentage of projected late orders from 90 percent to 5 percent. In addition, actual past due orders have been reduced to 0.2 percent.

The company's third objective was to increase velocity through the manufacturing process, which is measured as non-production time on launched orders. Since the implementation of SyteLine APS, Rapid-Line has reduced the amount of non-production time on the factory floor by more than 50 percent.

"The hardest lesson for us was understanding how to effectively train our staff," said Mark Lindquist. "*We learned that general lectures simply did not work. Instead, we needed to do almost one-on-one training and provide specific instructions on how to use the new system*".

"Godlan helped us build the right foundation for success. Godlan provided excellent planning, consulting, training and support during our implementation and continues to be a trusted partner. There staff is always there when you need them, for a quick phone call or to help solve a complex business issue".

The Solution
According to Lindquist, one of the biggest advantages of SyteLine has been its ability to integrate information from quotes through shipping. In the old system, employees often created stand-alone word processing or spreadsheet documents and frequently needed to double-enter information into different systems. Now, all employees have access to the same information.

For customer service manager Kathy Lindquist, using SyteLine has meant a more efficient working environment. *"From a customer service perspective, I wanted a system that would give me easy, quick access to information while I was on the phone with the customer,"* she said. *"In the past, I'd have to go ask someone and then call the customer back. Now, I can get order status while I'm on the phone."*

According to Kathy Lindquist, SyteLine has been very easy to learn and use. *"I'm training a new employee now, and she understands the majority of the system after one day,"* she said. *"Our old system was so complex that I don't think I ever mastered the entire package."*

Once Rapid-Line had successfully implemented SyteLine as its ERP system, the company quickly moved onto implementing SyteLine Advanced Planning & Scheduling (APS). *"For us, the implementation of SyteLine APS was a strategic necessity; we didn't have any real alternative,"* Mark Lindquist said. *"Many of our customers already had or were planning to implement APS systems of their own. We had two choices: construct a 40,000-squarefoot warehouse and become a make-to-stock manufacturer, or implement APS and build-to-order."* Within one month of APS implementation, 70 percent of incoming orders were able to accept the capable-to-promise date offered by the system. After five months, this figure jumped to 95 percent of incoming orders.

"Most stand-alone APS systems are very high-end, expensive and not integrated," Mark Lindquist said. *"Since SyteLine APS is completely integrated, it runs transparently behind the scene. It's important to understand that SyteLine APS allows us to think differently. We can now think in terms of time instead of thinking in terms of all the detail about orders and capacity. APS has moved us from an inventory-driven company to one that is much different - and faster on its feet."*

Because of the tight integration with SyteLine ERP, the initial implementation process for SyteLine APS took only six weeks. *"With Godlan's help, we came up to speed on APS quickly and configured it to our business in a month and a half,"* Mark Lindquist said. *"Now, we're into the more difficult part of implementation-the part that has required us to change our business processes. We're working on cutting our queue times and changing the way we process our 500 open orders. Each day, we change a little more."*

"The bottom line is that we want to be easy to work with. We are trying to quickly disseminate information to all of our employees so everyone knows what's going on. We're working as hard as we can get the most value out of our technology investment today. Godlan and Infor ERP SyteLine will help us meet these goals."

"For the most part, our success has largely been dependent upon our support from Godlan…"

Mark Lindquist – President, Rapid-Line

Products & Services Purchased
- SyteLine ERP (12 users)
- SyteLine APS (Advanced Planning and Scheduling)
- SyteLine CRM (Customer Relationship Management)
- SyteLine Data Collection
- SyteLine Doc-Trak
- SyteLine Labr-Trak
- SyteLine Business Intelligence
- SyteLine Workflow Automation
- SyteLine EDI