

CASE STUDY

ELLIOTT TOOL TECHNOLOGIES

Intuitive ERP Drives Success for Tube Tool Manufacturer





CUSTOMER DETAILS

Tube installation, cleaning, removal, plugging and testing

Service HVAC, Boiler, heavy industrial, petro-chemical, aerospace and automotive industries

Elliott services over 7,000 customers with 36,000 different SKUs in 100+ countries. Based in Dayton, Ohio; 65 employees

INDUSTRY

Industrial tooling

APTEAN SOLUTION

Intuitive ERP

CHALLENGES

- Antiquated ERP system did not support business needs.
- No plant scheduling, average on-time delivery record.
- Competitive pressures demanded more responsiveness, tighter controls.
- A lot of data but no information—lack of business intelligence capabilities.
- Proprietary database and programming language.

BENEFITS

- 36% improvement in on-time shipping performance in first year while decreasing lead times by 50%.
- 18% margin improvement.
- More reliable ship-date quotes, overall faster turnaround on custom orders.
- Market share growth during industry recession.
- Intuitive implementation forced a full process transformation.

For more than 100 years, Dayton-based Elliott Tool has been providing industry with innovative tools to support tubing installation, cleaning, plugging, testing, repair and removal. The company also manufactures metal finishing tools for burnishing, chamfering, deburring and mechanical joining.

In 2006, the company was struggling with an average on-time shipment record, could only guess at priorities and expected completion dates, and had no real information to work with. "We knew things were out of control," says IT manager Kevin Cross, "but our systems were so bad that we couldn't even measure how far off we were. We didn't trust our KPIs. We had lots of data but no information."

In their search for a new ERP system, they determined that Intuitive ERP from Aptean offered flexibility, easy integration with their existing quoting system (which they liked and wanted to keep), and was built on Microsoft technology, so finding help and compatible resources wouldn't be an issue. Most importantly, they found that Intuitive was powerful yet simple. "If any system we evaluated took more than 90 days to implement, it wasn't a fit for us," Cross said.

While Elliott Tool easily met their 90-day implementation goal, the solution was much more than just a new computer system. "Intuitive created a framework for re-engineering business processes and discipline," says Jeff Golden, an owner and Elliott Tool's COO. The company was doing well enough financially, but it really needed some re-engineering to become more competitive. With help from Aptean's expert consultants, Intuitive gave Elliott the tools and processes needed, and during the recession that started in 2008, it really paid off. While the whole industry was hit by the slow-down, Elliott was able to gain market share by being more responsive than the competition, keeping delivery promises, and reducing lead time.

Elliott integrated their new Intuitive ERP with an existing quoting system and will strengthen that integration in the near future. "We plan to automate the conversion of quotes to orders to further reduce lead time and increase our ability to respond quickly to customer requests," Cross says.

“Intuitive created a framework for re-engineering business processes and discipline.”

Jeff Golden

COO/Partner

Elliott Tool Technologies

One of the driving forces behind Elliott's selection of Intuitive is the ease of customization using the Aptean and Microsoft tools that came with the system. Elliott's commission accounting system, for example, is quite complex, with lots of different rules and calculations. With a number of "small customizations," Elliott has been able to add commission accounting to their Intuitive system; as Cross says, with changes that were "easy to make and maintain," all without custom programs that would make upgrades difficult.

"Intuitive drove the changes we needed to align Elliott Tool with manufacturing best practices, and has been an integral part of our success. This framework combined with the software's open architecture gave us the best of both worlds," concludes Golden. "It is important to note that a benefit of Intuitive over our previous ERP system is the business partnership. When serious challenges arose, Aptean consistently stepped up to the plate, delivering support for our business."



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