



# Fuba Printed Circuits Tunisie SA

## Fuba Grows its Business

### CASE STUDY

#### Customer Details

One of the largest and most technologically-advanced PCB producers. Fuba produces double-sided, plated, through-hole and multi-layer printed circuit boards.

#### Industry

Electronics / circuit boards

#### Aptean Solution

Cimnet ERP

#### Challenges

- Outgrown spreadsheets and manual processes.
- Needed an integrated system to bring business information together.
- Need to link production with engineering.

#### Benefits

- Managing 100 percent growth.
- Following industry best practices.
- Increased speed and accuracy as a result of linking production with engineering.
- Efficiency through use of a single database for company.

## Challenge: Growing Pains

Founded in 1991, Fuba Printed Circuits Tunisie SA (Fuba) is one of the largest and most technologically-advanced producers of double-sided, plated, through-hole and multi-layer printed circuit boards (PCBs). It is globally prominent with sales locations in Europe, the United States, Mexico, Brazil, China and Australia. Fuba is ISO 9001 and 14001 certified and TS16949 certified, and enjoys the tax exemption benefits of the free trade agreement between Tunisia and the European Union.

As a fast-growing manufacturer of PCBs, Fuba found it increasingly difficult to keep up with a growing flow of orders and production using only spreadsheets and manual processes. “We did just about everything with Excel spreadsheets and some custom programs that were developed by a local resource,” explained IT Director Insaf Kbaier. “We needed an integrated system to bring business information together.”

## Solution: ERP Focused on PCB Manufacturing

After an extensive survey of the market, Fuba decided to purchase Aptean Cimnet Paradigm ERP. According to Kbaier, the decision was made in large part because of Paradigm’s industry-specific functionality, Cimnet’s focus on PCB manufacturing and its other PCB industry focused offerings for engineering and quoting. In addition, many of Fuba’s competitors also use Paradigm ERP.

“We quickly saw that Paradigm was the one product that is truly built just for the PCB industry,” Kbaier said. “It was not a surprise then that our competitors are also using Paradigm ERP. We saw implementing Paradigm ERP as an opportunity for Fuba to remain competitive because it incorporates industry best practices. We were able to use Paradigm ERP as a guide for improving our own operations to equal what the best in the PCB industry are doing.”

That’s exactly what Fuba has done. But, Fuba isn’t content with the status quo, and is continuing to employ more of the functionality and processes within Paradigm ERP to improve operations. This is a continuing process. “We are learning all the time,” Kbaier said. “We want to improve our performance and we know there is a lot of additional functionality within the system that will help us achieve this goal.”

Fuba has also found that, because of Cimnet’s industry focus, it is a beneficial source of information. “The Paradigm ERP system, as well as the Aptean support team, has helped us increase our knowledge about the PCB industry,” Fuba General Manager Slim Sellami says. “They have been an excellent resource for us, dedicated to customer support and helpful with industry best practices.”

## Results: Supported Growth and Improvements

Since implementing Aptean Cimnet Paradigm ERP, Fuba has more than doubled in size and is planning an investment within the next two years that will increase capacity by another 40 percent to 50 percent. “We could never have managed that growth or a business this size with spreadsheets,” Kbaier said. “Paradigm ERP has given us the tools we needed to grow.”

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**Insaf Kbaier**

IT Director

Fuba Printed Circuits Tunisie SA

Fuba’s use of other Aptean solutions is growing as well. There is great interest in making better use of capacity planning and scheduling. To enhance its implementation, Fuba is in the early stages of implementing Cimnet’s Engenix engineering package to integrate design data with Paradigm. In addition, Fuba hopes to decrease pre-production time by automating its engineering processes with Engenix.



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