

CUSTOMER SUCCESS STORY

Systel



Exact MAX provides an affordable, scalable manufacturing solution that helps Systel transition from a small service-based consulting firm to a growing product-based business.

Founded in 1988 as an engineering consulting firm, Systel has emerged as a leader in rugged design and custom integration of industrial computers and displays. Systel systems are deployed worldwide in the process control, automation, telecommunication, mobile, and oilfield service industries. With systems that are designed to operate under extremely unforgiving conditions, Systel stakes its reputation on providing robust, reliable, and cost-effective solutions to its customers.

Exact MAX® is a client/server application built to support discrete and repetitive manufacturing environments. Exact Synergy® provides a Web-based Business Process Management solution that connects the people, processes, and knowledge that matter most to businesses.

MAX and Synergy have helped Systel manage its entire business

When it began as a consulting firm providing customized computer design services to industrial clients, the company now known as Systel didn't need an ERP system. With only two in the brain trust, spreadsheets, mail, and hand-written notes

were usually sufficient to manage the business. But as Systel evolved into a product-based company that designed and manufactured rugged computer systems and displays, the need arose for business software that could manage new customer transactions and production processes.

Moreover, when a marquee prospect declared that he would categorically dismiss any supplier who did not use an ERP system, Systel's founder and current president, Vimal Kothari, decided that his firm had reached a critical point, adopt an ERP system or stop growing. He quickly concluded that an ERP software investment would be worth the time and expense if it helped the firm land bigger clients.

In 1996, after exhaustively researching the ERP software market, Systel purchased MAX because of its strong list of scalable features and its affordable price tag. MAX's modular design drives implementations scaled to fit each customer's unique budget and business requirements. "We were looking for an affordable package that would allow us to grow," said Kothari. By choosing MAX, Systel lowered the investment cost by limiting



“MAX and Synergy have helped us tighten our business processes. We get more done faster with better access to important business records.”

Vimal Kothari, President & Founder

their initial purchase to the basic MAX feature set. As company growth demanded more ERP features, Systel purchased additional functionality with one new module at a time, until MAX effectively managed all of Systel’s manufacturing. MAX’s scalability also allowed Systel to expand its operations without migrating data to a new system, saving valuable time, money, and headaches. With a great product and a solid ERP system in place to help them build it, Systel has grown from a small consulting firm to a full-service, 40+ employee organization recognized as a leading provider of rugged computer systems built to thrive in demanding industrial environments.

To help manage its growth, Systel purchased CRM software in 2000. ACT!, by Sage, was implemented exclusively within the sales force to maintain customer information more effectively. But ACT! quickly proved to be insufficient because it offered no way to capture sales calls and did not supply any visibility to MAX. Then while attending Engage 2004 (the annual user conference hosted by Exact Software™) Mr. Kothari discovered Exact Synergy. With Systel’s first CRM solution already outgrown, Kothari saw huge potential for an Synergy installation at Systel.

Initially, Systel’s interest in Synergy revolved around its CRM capabilities and its standard interoperability with MAX. Systel’s first Synergy implementation phase focused on the sales and service force and was determined to be successful; Synergy tightened the organization to its supply chain by providing Systel with a single-source platform to capture, maintain, and share important customer and vendor information.



Systel’s 19” LCD color flat panel, rack mounted

Business Issue

Required ERP system to manage growing demands of back-office transaction and production data. Struggled to maintain accurate business data with multiple homegrown databases and a quickly growing client base.

Impact

Sales and service suffered from lack of a cohesive structure for reliable data management. Business records required too much manual maintenance.

Solution

Exact MAX and Exact Synergy provided the structure, integration, and automation Systel needed to deliver its innovative solutions to its customers. MAX provided the company with a back-office business management tool that helped capture, plan, and execute the important customer orders that drive business. Synergy then streamlined Systel’s business processes by providing a Web-based, single-source platform to capture and share important business knowledge.

Results

- MAX provided an affordable, scalable ERP solution that helped Systel transition from a small service-based consulting firm to a growing product-based business.
- All information is now located in a single database, saving Systel the unnecessary time and expense involved with maintaining multiple homegrown databases.
- With the ability to share information between MAX and Synergy, Systel finds itself with a more complete business management solution.



Using this success as a launch pad, the company decided to expand the implementation throughout the organization. “I had no idea how much Synergy could do until we were actually using it,” remarked Kothari. “This is not software that you buy and immediately start maximizing its potential. It’s a flexible software solution, and we were able to adapt it to the specific needs of our business.”

Before Synergy, Systel struggled to maintain accurate, consistent data using multiple, homegrown databases. With Synergy, all business knowledge is retained in a single database and is accessible from anywhere with an Internet connection, improving data integrity and expanding access beyond the four walls of the physical enterprise.

Synergy has also helped Systel centralize its business strategy by helping the company standardize its business processes. For example, Systel has used Synergy to retain better visibility and traceability of nonconformance reports. “Synergy workflow management has saved our lives. Now we’re confident that information pertaining to any part or process that is nonconforming will be routed correctly and remain traceable,” explained Kothari.

The ability to share information between MAX and Synergy afforded Systel a more complete business management solution. Going forward, the company intends to implement a customer portal so vendors can access drawings, design specs, or other important documents whenever needed. Clearly, Mr. Kothari understands the importance of bringing Systel’s clients and business partners closer to the center of his organization. That is, after all, where they belong.

Exact develops both MAX and Synergy and offers them together as an integrated solution through a single point of contact for implementation, maintenance, and support. For more information, please contact MAX at 1.855.EXACTMAX (1.855.392.2862) or visit us online at max.exactamerica.com.

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