

# Ace Designers, Ltd.

Intuitive™ ERP



## Intuitive ERP Reduces Manufacturing Costs by 20 Percent for Industrial Equipment Manufacturer



*Ace Designers Limited also Sees Improved Planning and Better Decision-Making Resulting in Increased Competitiveness*

### Overview

Since 1987, Ace Designers Limited, India's leading manufacturer of CNC lathes and auto lathes, has been exporting machines to countries all around the world, including Brazil, Germany, the United Kingdom and the United States. But with growth, their largely manual systems started breaking down. They had no centralized purchasing department or means of sharing information, so groups were paying different amounts for the same part from the same vendor. Delivery dates were missed because of lack of inventory control, and top management had so little visibility to the manufacturing process that they could not set pricing that was competitive.

### The Challenge

Ace needed a complete information system built around an ERP solution that would help manage every aspect of their manufacturing process—from purchasing and inventory to manufacturing and planning—as well as prepare them for ISO certification.

### The Solution

Ace commissioned a comprehensive survey of the ERP market and Intuitive was selected for four major reasons: 1) a 100 percent Microsoft platform, 2) an easy-to-use graphical interface, 3) excellent support, and 4) scalable open-architecture features that permitted the addition of users at any time.

The consultants that evaluated Intuitive ERP and its competitors for Ace Designers concluded that Intuitive ERP had all the functionality they needed.

“Intuitive ERP is easy to install, interface, customize, and maintain. It can be integrated seamlessly into any manufacturing environment and has a good scheduling flexibility and versatile options. It also has a definite ISO 9000 facilitation orientation.”

### Ace Designer's Results

Ace started module-wise implementation of Intuitive ERP in four phases, which were completed in just four months.

Intuitive ERP's graphical interface and integration with Microsoft® Office and Access made it easy for Ace's staff to learn and use the new system. And, using Microsoft SQL Server as the database engine delivered the speed and robustness necessary for their mission-critical applications.

“We transformed the company from a practically nil computer culture to a total computerized system,” said V. Chandra, general manager of Ace. “The learning curve for Intuitive ERP is reduced to well below that of other manufacturing systems because of graphical and interactive flow charts and complete context-sensitive online help.”

### Return on Investment at a Glance:

After implementing Intuitive ERP, Ace Designers, Ltd., India's leading manufacturer of CNC lathes and auto lathes, achieved the following returns on investment:

- Increased competitiveness in pricing.
- Reduced manufacturing inventory by 20 percent.
- 20 percent overall price reduction on purchased items.
- Improved planning and reduced planning headcount.
- Better decision making.

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— **V. Chandra**, General Manager, Ace Designers, Ltd.

Implementing Intuitive ERP has led to dramatic improvements in every operational area.

Managers now have the most current inventory and costing models available to them at all times, so they can set competitive pricing that ensures profitability. They are also able to monitor the status of work orders for components, sub-assemblies and final assemblies all online.

Planning has also improved. With the previous manual planning system, it was difficult to coordinate customer requirements and design changes with production and assembly functions to meet the manufacturing schedule. Now, there is seamless coordination between all departments, while significantly reducing planning headcount.

Prior to Intuitive ERP, there had been virtually no inventory management at Ace; information on non-moving or slow-moving items and stock values was unavailable. With the new tools in place, manufacturing inventory has been reduced by 20 percent.

Also, with reports such as Purchase Price Variance, there is now visibility of the cost of every purchased item, which has resulted in better price negotiation with suppliers and a 20 percent price reduction.

Intuitive ERP provides accurate data for making manufacturing decisions through reports that include online machine utilization, online work order status monitoring, online WIP components costing, online WIP sub-assembly costing, and online labor utilization.

## CASE STUDY

**"With Intuitive ERP, we are now able to control inventory and costs, as well as monitor the utilization of resources."**

— **V. Chandra**,  
General Manager,  
Ace Designers, Ltd.



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