



CASE STUDY: Jason Industrial

Jason Industrial is a leading global supplier of industrial rubber products and related hardware, serving numerous markets including agriculture, construction, food processing, mining and wastewater. The company offers a complete range of industrial v-belts, neoprene and urethane synchronous belts. Jason Industrial prides itself on its lean global supply chain, which gives it the agility to be responsive to customers' needs and market changes. For 17 years, the organization has relied on the Next Generation Enterprise Resource Planning (ERP) solution from Robocom to run the majority of its operations including sales order processing, picking and packing, shipping, inventory replenishment and management, purchasing and receiving, and Next Generation's contact management module, Partner Relationship Manager (PRM).

When the company first chose Next Generation, Jason Industrial had five U.S. locations, each of which relied on a different homegrown ERP system. Lack of integration and visibility along with unwieldy, manual-based systems couldn't support the company's ambitious plans for domestic and international expansion.

"We outgrew what we had. We needed the ability to standardize on a single integrated system so we could share data across all five of our locations and beyond in order to ensure inventory accuracy, streamline our operations, perform accurate pricing and forecasting, and much more," explains Jim Messineo, Director of IT at Jason Industrial.

"Next Generation ERP has given us the freedom and flexibility to rapidly grow our business and pursue new opportunities," says Philip Cohenca, CEO of Jason Industrial. "Since using the solution, we have expanded our operations throughout the U.S. and into Canada and South America. Next Generation ERP has supported our needs each step of the way, helping us transform our business to compete and succeed in the digital age." Today, Jason Industrial uses Next Generation across all of its global sales and distribution centers.

IMPROVING PRODUCTIVITY AND THE CUSTOMER EXPERIENCE WITH B2B PORTAL

Almost 50% of all customer orders are submitted electronically via the Next Generation web portal and Electronic Data Interchange (EDI). Those orders account for approximately 36% of the company's total sales. "We have seen these numbers increase significantly over the past five years as customers become more comfortable with the Web and more technology savvy," explains Messineo. "When we onboard a new

SOLUTION SNAPSHOT

BUSINESS CHALLENGE

Jason Industrial needed a single, integrated system that would give it the agility and flexibility to rapidly grow its business in the U.S. and internationally and pursue new opportunities.

ROBOCOM SOLUTION

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RESULTS

Jason Industrial has expanded its operations throughout the U.S. and into Canada and South America. The company can quickly and easily customize Next Generation to bring on new product lines, increasing its financial bottom line.

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*— Philip Cohenca
Chief Executive Officer
Jason Industrial*

customer, getting them signed up for the portal is one of the first things we do. They can check inventory in real time and submit orders 24x7.”

Jason Industrial is able to customize the portal for the different regions it serves to account for differences in language, currency, inventory availability and more. The ability to streamline this process has also freed customer service representatives to focus their time on more proactive efforts aimed at improving the customer experience.

SUPPORTING INTERNATIONAL REQUIREMENTS

Next Generation gives Jason Industrial the flexibility to support international requirements and regulations. “For example, when we are creating an invoice, we may need to use bilingual forms, include specific information to ensure proper taxation, convert the financial information into a specific currency, etc. With Next Generation, it is quick and easy to make those types of modifications to ensure we are complying with local government requirements.”

STRENGTHENING CUSTOMER RELATIONSHIPS AND COMMUNICATION

Jason Industrial is using the Next Generation Customer and Partner Relationship Manager module, a contact management system, which it calls the SMART module. “Our SMART module is a powerful tool from start to finish. The majority of our employees are required to use it; it’s absolutely integral to our day-to-day operations and essential to maintaining positive customer relationships,” says Messineo.

The solution enables the company to efficiently and accurately manage primary business relationships with customers, as well share vital customer-related information internally. The module can be defined, organized and automated to determine when and how critical activities should be performed. And it provides controls and triggers so IT can manage user access based on an employee’s role.

For example, every time a sales rep interacts with a customer, they must record that activity within the system to ensure the company is keeping a full record of its relationship with that account. The system will automatically notify all relevant parties when new information is added, typically through a daily morning update. However, triggers can also be created to notify relevant parties of extraordinary activities they should be aware of, for example, if a large payment is received or a large order comes through.

The system enables Sales to automatically forward voice messages to customer service, such as a customer complaint or service issue, ensuring a prompt response. And Sales can launch emails directly from the module, for instance, if they want to make sure an executive receives timely information immediately vs. waiting for their daily update.

In addition to using the SMART module for contact management, sales tracking, and capturing notes and conversations, Sales can use it to schedule meetings and appointments, set reminders, view pending customer activity, create and review quotes, view backorders or shipping issues, and it gives them access to detailed purchasing, inventory, sales order and A/R information.

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Director of IT
Jason Industrial

Because the module is web based, employees have anytime, anywhere access to the system. If a sales rep is on the road visiting a customer or an executive is traveling or on vacation, they can still input and access customer information when and where they want. Jason Industrial is using the module across all of its databases, so employees across its worldwide locations all have access to the same information, helping to ensure a consistent and positive customer experience.

MAINTAINING INVENTORY LEVELS AND ACCURACY

Jason Industrial relies on Next Generation for inventory accuracy and replenishment. The company manages approximately 72,000 SKUs and strives to maintain a six-month supply of inventory. Messineo says the system is absolutely critical to its forecasting business. “We can track everything by location and number of turns. We do cycle counts. We do physical counts. We have certain individuals that order for the different product lines. They use the Next Generation inventory reports to forecast and place orders for all of our local and international locations. We have found the system to be incredibly accurate.”

ACHIEVING COMPETITIVE ADVANTAGE WITH SPEED AND ACCURACY

Jason Industrial strives to be lean, responsive and easy to do business with. The company understands that its success, and that of its customers, hinges on the ability to meet customer timeframes. “The benefits of using Robocom are speed and accuracy—the ability to get our product and orders out to the warehouse, to be picked and packed and shipped when, where and how we need it. We do a lot of next-day air business. So having a responsive, agile system like Next Generation is a perfect fit for our business and a true competitive advantage,” says Messineo.

EXPANDING INTO NEW MARKETS

Becoming a more agile, flexible and cost efficient business has enabled Jason Industrial to not only expand into new regions, but to penetrate new vertical markets as well. For example, last August they entered the hydraulic fittings and hydraulic hose market. “It’s a very good market for us. We first introduced it into the U.S. and now we are expanding into South America. We were able to quickly and easily customize Next Generation to bring on this new product line, which has certainly increased our financial bottom line.”

Messineo says the company is continuously looking for new opportunities. One way of doing that is through acquisitions. For example, Jason Industrial recently acquired a manufacturing distribution fabricating operation in Atlanta, and the company entered the conveyor belt market through another acquisition four years ago. “Next Generation gives us the agility to quickly grow our business and serve these new markets. We can essentially replicate what we have done for other markets. We just create new product groups, add new line items, designate unit of measurement, etc. It’s really pretty simple.”

PARTNERING FOR LONG-TERM SUCCESS

Messineo says Jason Industrial has a wonderful working relationship with Robocom, from their account managers, to the programmers, customer service people and executives.

The organization is currently working with Robocom to migrate from their Unix platform to a Windows platform. They expect the project to be completed by February 1st.

“We are constantly working with them on new projects, this being one of them. We appreciate that they are always looking at the marketplace for ways to improve the solution and provide customers with options—for example, offering a Windows version or access via the Cloud. Support wise, hands down, they are very good at getting back to us, understanding our needs and resolving any issues in a timely fashion. Our 17-year relationship has always been 100% solid; they’re a great company to work with.”

ABOUT ROBOCOM SYSTEMS INTERNATIONAL

Robocom Systems develops, licenses and supports Supply Chain Execution software solutions, including Warehouse Management, 3PL Billing, Transportation Management, Voice Technology and Labor Management. An Enterprise Transportation System and Enterprise Resource Planning System round out the Supply Chain Execution offering. Robocom’s investment in research and development is keenly focused on the needs of the business leaders responsible for the day-to-day results in warehousing, distribution, third party logistics, transportation and trucking operations. For more information visit www.robocom.com

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