ecii | MAX™

Delta Phoenix, Inc.

MAX ERP integrated two distinct business divisions in one software system

Delta Phoenix, Inc. is an American company and owner of the brand Wysong® Machines, which maintains an excellent reputation in the machine tool industry. Beyond offering parts and services for legendary Wysong press brakes and shears, they also perform expert contract manufacturing, machining, and engineering for business partners. Delta Phoenix is an ISO 9001: 2008 registered company. With extensive assembly, fulfillment, and logistic networks, companies large and small appreciate the quality workmanship and speedy delivery that Delta Phoenix offers.

Business issues and challenges

Technology is a constantly evolving industry, which means manufacturing businesses are under constant pressure to evolve their systems to keep up with both the growth of their organization and changing trends in their market. Delta Phoenix was no exception; they found themselves in need of a flexible ERP system that could help them manage the growing contract manufacturing side of their business. Support for their part sales and service for existing Wysong machines that are still in use by their longtime customers (a large part of their business) was also desired.

Delta Phoenix's legacy manufacturing system was a highly customized mainframe. The system was set up in such a complex manner that when new leadership entered the scene, they immediately realized that both the processes and technology were outdated. With this realization, Scott McBride, Delta Phoenix's Director of IT, commenced a project to evaluate a new ERP system.

After an initial evaluation, Delta Phoenix began working with a software provider who suggested that the company begin using an express version of their software. The vendor proposed the express version as a stepping-stone—with the goal that Delta Phoenix would ultimately upgrade to the full software package when ready. Given that the full version was out of budgetary range, the express version seemingly was the best fit.

After some time using the express software, Delta Phoenix ultimately noticed that their new system and their legacy mainframe weren't

OVERVIEW
Delta Phoenix, Inc.
Greensboro, NC

BUSINESS CHALLENGES:

- Delta Phoenix needed to integrate their business, which serves two distinct customer sets, in one software that provided MRP.

- MRP was carried out using a complex, customized, legacy mainframe system that could not integrate with other software or tools.

BENEFITS OF SWITCHING:

- Delta Phoenix has realized cost savings thanks to MAX's scalable ERP modules that allow for budget-friendly, phased implementation.

- The company runs a fully integrated business using one centralized system and has eliminated redundant processes.

> **"**
> The key to preparing for a successful ERP implementation is to understand your current system, evaluate your business needs, and identify how your future system can effectively tackle those challenges."

communicating. They attempted to map an integration of the two, but after numerous failed attempts, they began to run the two systems independently.

In addition to their frustrations at using two systems, Material Resource Planning (MRP) was painfully absent in the express package they were employing for contract manufacturing. Delta Phoenix's customized mainframe software did have MRP, but they knew a system was needed that could and perform MRP and support across both contract manufacturing and parts sales at the same time. Not having that integration between the two business divisions was adding hours of time to IT support and the purchasing process. Having used MRP in their mainframe, Delta Phoenix recognized how strong a tool it was, leading to it becoming a core requirement for any software package they intended to use to integrate their business.

After contacting the software provider and discussing their business challenges, Delta Phoenix were told they would need to upgrade to the premiere software package, which was definitely out of the company's budget.

A business solution approachHaving been in the technology space for years and armed with the knowledge of software packages in the market, McBride began evaluating his options.

Delta Phoenix re-opened the search for a new ERP software package. Previously having reviewed a sister product of MAX, they reached back out to set up a product demonstration. After fully considering several vendors and ERP offerings, MAX prevailed as victor of the selection process for a few reasons:

Scalability: Delta Phoenix's team appreciated MAX's scalability. They were able to select the modules they needed for the jump-start and set some goals for phase two of their implementation. There was no need to upgrade from an "express version," and they knew that they could expand when they felt the time was right.

Impressive product demonstration: The MAX team tailored a product demonstration using Delta Phoenix's data set. This showed how their data would transact through the system. The demonstration was detailed and highlighted the specific solution offering.

Budget: The MAX suite offered them a scalable and reasonably priced ERP system within their budget. They were able to negotiate an amicable agreement and get the ball rolling quickly.

McBride and Delta Phoenix were pleased to now have a product that met their business needs; no longer would they have to operate in

segregated systems or rely on their legacy mainframe for MRP.

"Now that MAX will offer an MRP solution for our team," said McBride, "we won't have to go through and train each member on how to manually run MRP on our previously customized system. The learning curve will be less steep."

Preparation for implementationOnce preparations began for Delta Phoenix's implementation of MAX, McBride knew immediately that he would need to arrange for the company's existing data to transfer into the MAX system. Initially, it was a tedious manual process. The data required massaging and the process wasn't as robust as it could be.

MAX consultants then visited Delta Phoenix on site to see if they could troubleshoot the issue and offer a more
efficient method of getting the company's data transferred over to the new system. The consultants suggested an add-on tool called Quick Data Loader (QDL). The QDL tool uses default fields and helps make data imports MAX very clean.

Delta Phoenix took the consultants' advice and used QDL to migrate copious amounts of historical data (some were 40 years old) over to their new system. They migrated

approximately 30,000 customer records as well as nearly 80,000 part records in a relatively short time. The Delta Phoenix team was thrilled with how the QDL streamlined the data migration process. In the end, the overall process took about one third of the time it would have taken without the QDL tool.

The MAX consultants also worked with Susanne Hall, Executive VP of Delta Phoenix, in migrating the company's entire financial recordkeeping from the customized software used in the mainframe to the integration with Microsoft® Dynamics GP software. " MAX listened closely to the needs of Delta Phoenix and provided excellent guidance and support to Susanne and her financial team during that migration," noted McBride. "They continue to support us in modernizing our financial recordkeeping."

Before long, Delta Phoenix was up and running with MAX. "In addition to the consultants that aided in the implementation on site," said McBride, "the entire MAX team has been very helpful during the process." Communication is key in a team project like this one, and the synergy between Delta Phoenix and MAX could not be beat.

Contact us today to learn more