

Case Study: Dober Group

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Market

Family owned chemical business, Manufacturer and Distributor of Chemicals and Cleaning Supplies

Problem

A family owned chemical manufacturer needed to replace its old information, inadequate system and solve some important business problems. The company was growing and management needed to understand customer profitability.

A number of years ago the company implemented a tier III accounting and manufacturing system. This existing system had become inadequate. It was heavily modified, and the consulting firm that had made the modifications was out of business. There was no viable path to improve the existing system.

The family owned business was growing and looking at acquisitions. At the same time management believed they had a critical problem: some customers were unprofitable, but the information available provided no insight into the problem.

Solution

Management believed that they did not have the knowledge to select a new system by themselves and they wanted to be sure not to make a mistake. They began to interview consulting firms who had the knowledge they lacked. An important criterion was the ability to work with all of the family members of management.

Management selected Ultra to assist the company with a selection of a new information system. Ultra was selected for two reasons: first, the ability of the Ultra Partners to work with the management team, and second, Ultra's depth of knowledge about ERP software vendors.

Before starting the selection, management wanted to know how a new system was going to help them address the customer profitability problems. They

wanted to understand what the future "to be" processes would be. Ultra conducted sessions with management and key users to review current business processes in sales and service to develop improvements to these processes. When the business process improvements were defined, management quickly realized they needed a new system to address the critical issues surrounding customer profitability. This process made justifying the new system easy for management.

Ultra Partners have now become a critical part of the client's management team. The selection is complete and Ultra is assisting with the new system implementation project management. Ultra services are insuring the new system projects are implemented successfully and the planned project return on investment is attained.

Benefits

The company hired Ultra Corporation to re-design critical business processes and to help management find the right ERP system that fit the company's information needs. In the process, family management gained a key advisor, developed a clear justification for the new system, and found the ERP system that fit the needs of the chemical manufacturing and distribution business.

This client has received the following benefits through an Ultra engagement:

- Development of new processes for sales and service
- Management understanding of how to solve a critical business problem
- Clear justification for the new system
- Accurate selection of a new information system that fits their unique business requirements
- Purchase of a tier I ERP vendor at tier II prices
- Availability of outside ERP knowledge and experience to supplement the management team during the implementation of the selected system