

Case Study: Full Compass Systems

Located in Madison, Wisconsin, the company markets over 100,000 SKU's to over 300,000 customers.

Market

Full Compass Systems, Inc. distributes professional audio, visual, and lighting equipment. Located in Madison, Wisconsin, the company markets over 100,000 SKU's to over 300,000 customers.

Problem

Twenty-five years ago the company implemented its current information system. They called the system TeleManager because it primarily supported the telemarketing efforts of their in-house sales organization. The system used the Informix database and was eventually ported to a Linux operating system. Over the years the information system has grown to include purchasing, warehouse operations, and accounting.

In 2010, management began to see that TeleManager was beginning to impact the company's double-digit growth. It became difficult for IT to keep up with changing business environment and business process change. The company was becoming a true multi-channel marketing company and the business users needed an information system that addressed the needs of this rapidly changing industry.

Solution

In early 2011, Full Compass Systems retained Ultra Consultants to help them with the transition from a 25-year-old legacy system to a modern multi-channel marketing ERP system.

The top management of the company was involved in every step of the process. The team involved the top officers of the company including the founder, COO, CFO, procurement, operations, and sales and marketing.

With Ultra's guidance, the team documented all of the current business processes. Over 300 business processes were identified and documented.

Ultra facilitated an ERP education curriculum we called ERP University. Ultra provided ERP professionals from the industry to teach the team about ERP best practices for their industry so they could envision "what is possible" with modern ERP.

Understand What's Possible

With their Ultra ERP guide, the team developed a clear vision of their future state. The deliverable for this step were:

- High level process maps that depict the future state
- Detail process scripts that explain the function required in the new process steps

Vision of Future State

The Full Compass team did this work before they initiated their vendor evaluation process. They believe these project pieces were important to:

- Clearly define expectations for the new system
- Lay the groundwork to expedite the implementation
- A clear benchmark for evaluating vendors

The team is now hard at work evaluating vendors. The entire management team believes they could not have gotten to this point without accomplishing the above. The current state, the ERP education, and the future state plus the Ultra guidance have given them a clear map for a successful transformation from a 25-year-old system to modern ERP for their industry.