



## Profile: **Arthur Machinery, Inc.**

**“By centralizing information access and automating our key business processes, we are able to operate more efficiently and effectively than ever before.”**

Founded in 1983, Arthur Machinery is a family-run distributor of precision CNC & manual machine tools, including CNC turning centers and screw machines, vertical and horizontal machining centers, grinders, mills, lathes, saws, EDM, pallet changers and bar feeds. The company, which employs approximately 80 people, is headquartered in Elk Grove Village, IL and operates a second facility in Tampa, FL. Arthur Machinery also offers in-house financing and leasing programs for its customers, which range from start-ups to larger corporations.



For the first decade of its existence, Arthur Machinery was exclusively focused on the screw machine industry. By 1998, the company had acquired several additional products and was growing rapidly. In order

to sustain this growth and meet its goal of reaching \$50 million in sales, Arthur Machinery needed a technology infrastructure capable of streamlining what president and CEO Chad Arthur calls the “three S’s”: the company’s sales, service and support departments.

At the time, Arthur was using several disjointed systems to store information and manage its business processes, including a custom access database for CRM; Exact Macola ERP for accounting; and a ServicePro application for invoicing and tracking. In addition, employees relied heavily on the Microsoft Office suite, including Word and Excel, storing valuable information on scattered drives, file systems and PCs throughout the company.

“If you needed a piece of information, you would have to ask someone for it,” says Arthur. “Or, if you knew where it was located, you would have to be proficient on four or five applications to get to it.”

Arthur Machinery evaluated several enterprise-class applications, including offerings from IBM and Microsoft, but with a starting price in the hundreds

### **Business Issue**

A family-run distributor of precision CNC & manual machine tools needed a robust technology infrastructure capable of streamlining its sales, service and support departments, while helping the company reach its goal of \$50 million in revenues.

### **Impact**

The company experienced immediate benefits from marrying its front and back-office operations and centralizing information access and workflow company-wide.

### **Solution**

Exact Macola® ERP, Exact Synergy®, Exact Event Manager™ and Exact Field Service™ provide the company with a fully integrated system that centralizes information access and streamlines business processes throughout the organization, including its field organization.

### **Results**

- Because its Web-based, Synergy serves a central repository from which employees can access valuable business information anytime and from any location.
- Synergy has significantly streamlined the process of creating and distributing over 5,000 sales-related documents each month, resulting in both time and cost savings.
- Event Manager automatically executes over 5,000 tasks a day, enabling the company to operate much more efficiently and effectively.

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of thousands of dollars, these systems were simply too expensive. When it turned to The Donas Group, a local Exact Software certified business partner, Arthur was introduced to Synergy, a Web-based business management solution designed specifically for small to medium-sized businesses (SMBs) that could be easily integrated with its existing Exact Macola ERP system.

Chad Arthur was impressed. “I saw that Synergy could marry our accounting and CRM operations and centralize information access in a single database,” he said. “I bought it on the spot.”

Arthur Machinery implemented Synergy in 2002 and experienced immediate results, particularly within its sales department. Sales transactions are seamlessly managed through a series of eight workflow requests within Synergy that automatically direct tasks to the appropriate departments, such as freight or purchasing, ensuring prompt completion.

In addition, salespeople frequently make up to 20 to 30 site visits a day and are required to send some form of documentation to the customer or prospect afterwards. Synergy has significantly streamlined the process of creating and distributing over 5,000 sales-related documents each month, resulting in both time and cost savings. In addition, by capturing quotes and other information immediately following these visits, Synergy helps ensure order accuracy, bolstering overall customer satisfaction.

Synergy has also had a dramatic impact on Arthur Machinery’s used business. The company leverages the system’s project management capabilities to associate existing customers with the brands they’ve purchased. That way, when a used machine becomes available, they can easily send a fax or email to the relevant contacts within the database—capabilities that have nearly tripled the company’s used business, according to Arthur.

In order to further automate its operations, Arthur Machinery implemented Exact Event Manager, a comprehensive business activity monitoring (BAM) solution that triggers emails, workflows and other activities based on

pre-defined thresholds or business events. For instance, Event Manager automatically sends a copy of every purchase order to Chad Arthur as well as the appropriate salesperson, who has to sign off on the accuracy of the order before it is processed. In addition, when a prospect becomes a customer, Event Manager triggers a letter from Chad, thanking them for their business and informing them of additional products and services. At the same time, Chad receives a workflow request in Synergy to make an in-person visit to that customer. Overall, Event Manager automatically executes over 5,000 tasks a day, which has enabled Arthur Machinery to operate much more efficiently and effectively.

Looking to enable its field organization to better manage its own unique processes, Arthur Machinery recently implemented Exact Field Service, an add-on module for Synergy that unifies all aspects of a service organization. The ultimate goal, says Chad Arthur, is to have the company’s 29 service engineers armed with laptops loaded with the software, so that they can create invoices and receive payment at the time the service is performed.

“Previously, because of various delays with processing invoices, it could take up to 60 days before we saw ‘dime one,’” says Arthur. “With Exact Field Service, our cash flow will be phenomenal.”

The company also plans to install a phone system that is integrated with Synergy, so that when an incoming call matches a telephone number in the system, the appropriate account card is automatically displayed on the user’s computer screen. This will enable employees in sales, service and support to better serve customers and prospects by having all necessary information immediately at their fingertips.

“I’m a big advocate that ‘knowledge is power,’” says Arthur. “This philosophy has driven multiple investments in Exact’s products, and we’ve had great success to date. By centralizing information access and automating our key business processes, we are able to operate more efficiently and effectively than before.”