



## Customer Profile

# Precision Manufacturing Group improves lead times, market share with Infor



## Facts at a glance

**Products:** Infor VISUAL®

**Industry:** Industrial Manufacturing,  
Metal Fabrication

**Country:** USA

"We've been able to wow potential customers with the Precision Performance Promise Program, giving us a huge competitive advantage and playing a very large role in increasing our market share by 15%."

—Bernie Switzer, President,  
Precision Manufacturing Group

## About the company

Founded in 1988 by Dennis Switzer, Precision Manufacturing Group has grown from employing fewer than 10 people to nearly 50. Precision Manufacturing Group has helped develop and manufacture metal parts used by a wide range of industries, from aerospace and electronic components to decorative and consumer products. Photochemical etching is a complex process which utilizes acids to produce thin metal parts, typically between .0005"-.060", exhibiting tight tolerance features. In conjunction with Precision Specialty Fabrications, the company offers full secondary and finishing capabilities. To learn more, visit [www.precisionphotofab.com](http://www.precisionphotofab.com).

## Challenges

- Improve manufacturing capabilities.
- Improve delivery and lead times to keep pace with competitors.
- Assure customers that they will receive their order when expected and needed in order to earn their trust.

## Benefits

- Increased market share by 15% in one year.
- Increased revenue by 28% in just two years.
- Cut typical lead time in half—from 4 weeks to 2 weeks (and to 1 week in some cases).
- Increased on time delivery from below 80% to 98.5%, while continually lowering typical lead times beyond industry standard.
- Implemented the Precision Performance Promise (P3) Program, giving customers cash for late orders, due to confidence in on-time delivery capabilities.
- Surpassed competitors' delivery and lead times.
- Achieved lofty goals with minimal initial investment.

"Nobody that I know of that does any sort of manufacturing even similar to us offers a delivery guarantee like we do...especially not in custom manufacturing."

—Bernie Switzer, President,  
Precision Manufacturing Group

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