Customer Profile

RTC experiences its best-ever shipping quarter with Infor LN

Facts at a glance

Solution: ERP
Product: Infor LN
Industry: Manufacturing and Distribution
Country: USA

"Only three months after solution implementation, we had the biggest shipping quarter in the company's history—without adding staff to order entry, account services, or buyers."

—Larry O'Neill, CFO, RTC, Inc.

About the company

RTC, Inc. is a global manufacturer of in-store programs that connect with shoppers and drive sales for brand marketers and retailers. Founded in 1951 with headquarters in Rolling Meadows, Illinois, RTC offers services such as shopper research, retail design, manufacturing, and large-scale implementation. Its client list includes Coca-Cola®, Columbia Sportswear®, FedEx®, Kraft Foods®, Nike®, Procter & Gamble®, and Wal-Mart®. To learn more, visit www.rtc.com/

Setting the strategy

When RTC decided it was time to reinforce its enterprise resource planning (ERP) initiative in order to continue satisfying increasing customer demands, it began by looking at how to streamline all of its business processes. After scrutinizing all process areas with the overall objective of gaining greater control of the business, the company concluded that its ERP structure and framework did not need to change. Scott Coffman, director, Information Systems, explains, "We realized that we could gain efficiencies by centralizing the order-to-cash cycle instead of having separate account services, order entry, shipment planning, and invoicing groups. We just needed to integrate these areas with a system that allowed everyone to see what customer order is in progress, what items we are short of, what products can be shipped, and what products are late."

Getting business specific

RTC chose to leverage its investment and rely on the latest version of the original Infor™ Baan product that it had installed. Adds Coffman, "Infor's product seemed to be made for our business, and we just wanted greater visibility across the organization with additional functionality. After we researched the upgraded Infor version, Infor LN, we knew it had the flexibility and integration features we needed while being able to grow with us."

Every product that RTC makes for its customers is unique, each requiring varying amounts of time to complete. The company's primary challenge is to meet every customer deadline, regardless of how squeezed the lead time becomes. "That's why the visibility issue is so important," says Coffman. "With Infor's solution, every user can easily create a dashboard to provide a more complete field of view on product status so we can react appropriately to meet that deadline, including adding extra shifts."

With about 120 users, RTC has deployed capabilities across the company that cover all the key business processes including financials, taxation, enterprise planning, order management, electronic commerce, central invoicing, manufacturing, and warehouse management.

Seeing results

Implementation of the Infor solution, including all customer-requested user training, occurred without serious challenges within six months. Coffman explains, “We had a great team with strong consulting support from Infor, including two people executing all financials and procurement items; one handling all the order entry, shipment, and manufacturing sides of the business; and a few others working on project management.” Then RTC began training by installing the product and allowing the team to experience every module the company used—from projects and financials to invoicing. “Everyone felt proficient on the entire system in just three months,” adds Coffman.

RTC’s major concern in selecting an ERP was ease of use. “We were ‘green screen’ prior to Infor’s product,” says Coffman, “and new employees would freeze when they saw it. Now new people are familiar with the navigation quickly, which has improved productivity tremendously.”

Another capability of Infor LN contributed to the company’s quick start and highly impressed RTC. “The dynamic enterprise modeler by far surpasses anything on the market,” notes Coffman. “This diagram actually does something when you click on it, with self-documenting functionality that’s an ideal safety net for users. The user can access the process browser and find what is needed quickly and easily, which means significant time savings.”

And RTC customers are also getting much more demanding in terms of demonstrating to them the visibility of their product status, according to Coffman. "Infor LN has processes in place that are repeatable and controllable, and we can show the customer how we receive, inspect, pick, and ship. They're always in awe when they see it."

Another Infor solution benefit that Coffman mentions is the combination of traditional master production scheduling, material requirements planning, and statistical inventory control with order planning, all running on one engine, allowing easier management and implementation. “Just fire up the planning engine, and all the features one could possibly want are available,” says Coffman.

RTC also uses Infor dashboard filters. Anyone performing any function in the organization can sit at a dashboard and create a filter to allow access to that information quickly at any time. “It’s powerful and helps every individual be much more efficient and effective,” Coffman says.

How much has RTC gained with Infor LN? According to Larry O’Neill, CFO, “Only three months after solution implementation, we had the biggest shipping quarter in the company’s history— without adding staff to order entry, account services, or buyers.” Adds Coffman, “And we didn’t have one system glitch.

Doing business better

After experiencing the best shipping quarter in history with increased profitability, RTC plans to extend the use of Infor LN to its UK and Latin American facilities. The company maintains that it differentiates itself from its industry competitors by using fully integrated ERP solutions. Coffman adds, “We invest heavily in IT and ensure that our staff is up to speed so we can deliver better service at a value to our customers. And we believe that Infor will provide the technology and support we need now and in the future to ensure we retain that competitive edge.”

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About Infor

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