

Cherasia Limited



About the company.

The commissioning of a new factory in Zhuhai City, China, and a corporate plan to shift more manufacturing to China were behind Cherasia Limited's decision to implement Infor™ ERP SyteLine. This flexible solution supports the manufacturing and business operations of the industry leader, providing unprecedented information processing speed and accuracy. The Infor software deployment is a pilot project for the implementation of ERP worldwide.

Hong Kong's Cherasia Limited is a wholly-owned subsidiary of US-based Cherry Corporation, and acts as Cherry's regional sales and marketing headquarters as well as a distribution center for the product lines of keyboard switches, advanced performance keyboards (keyboards integrated with smart card reader/writer, magnetic stripe card reader, fingerprint sensor and/or barcode decoder), snap switches, pushwheel switches, and sensors. Cherry products are used in many different applications by the automotive, computer, and consumer and commercial markets around the world.

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MIKE LAW, IT MANAGER, CHERASIA LIMITED

INFOR™

Customer Profile

Setting the strategy.

When Cherasia opened a manufacturing facility in China to serve the Asian region as well as markets in other parts of the world, the factory had no information management system. The Hong Kong office had a largely manual system, using Microsoft® Excel® spreadsheets to manage the business. Information accuracy and access were major issues.

Cherasia needed to select and then implement an ERP solution that would facilitate the flow of vital business information between the Hong Kong office and China factory. This solution should fit a multi-site, multi-government situation, support the quality standards set by the parent and by industry bodies, allow flexible manufacturing processes, and suit a growing business—all at the right price.

“Infor ERP SyteLine is particularly well suited to Cherasia’s multi-site business structure,” says Mike Law, IT Manager, Cherasia Limited, “and shows the benefit of Infor’s many years of experience working with customers in the electronics industry.”

Getting business specific.

“Our selection process was careful and comprehensive, and involved people from our corporate headquarters,” explains Law. “Potentially, the solution we chose would be deployed in other Cherry sites around the world, and so we needed to look beyond our own requirements.”

From more than ten candidates, Infor ERP SyteLine was found to be the most suitable. “Functionality, size, and support were the three most important factors to consider,” Law says. “Also, we needed a comprehensive solution that could handle the intricacies of quality management on the shop floor, improve the customer experience, and provide high-level decision support capability, all built in. Infor ERP SyteLine includes all that, plus it is based on Microsoft .NET technology, which gives us a flexible, secure, state-of-the-art platform that can easily integrate with our other business applications.”

facts at a glance:

> company	Cherasia Limited
> solution	Infor ERP
> product	SyteLine
> platform	Microsoft Windows®
> database	Microsoft SQL Server™
> industry	High-tech & Electronics
> employees	330
> country	Hong Kong, Mainland China

Continues Law, “While I mention size as an important factor, it is because some solutions in the market are simply too large and complex for a company such as ours. What matters most for Cherasia, and indeed for Cherry Corporation, is finding a solution that matches our business needs.”

Professional service is one of those factors that can be overlooked, yet it makes an enormous difference to the overall return on investment. Infor partner SOLAR Technologies (SOLAR) added industry expertise, a history of successful implementations, and the ability to advise and support the Cherasia business in China and in Hong Kong, throughout the implementation and beyond.

Seeing results.

Infor ERP SyteLine was deployed at two sites, in Hong Kong and China, with a total of 60 users. The solution was delivered in eight months, right on schedule, much to the surprise of the experts in Cherry Corporation’s US headquarters.

Law explains, “Our success was no surprise to the project team, since the implementation process was carefully planned, and much time was spent on business modeling. Combining SOLAR’s industry expertise with our hands-on business knowledge, we developed a step-by-step implementation plan and followed it throughout the rollout. SOLAR then conducted all the training on site, preparing users for the implementation and beyond.” There were no major issues along the way. Any minor

issues were resolved quickly, in face-to-face meetings. “The communication between the SOLAR project manager and our project team was excellent,” adds Law, “and on top of SOLAR’s experience and industry know-how, was instrumental in delivering such great results.”

“Infor ERP has transformed our business, as was our goal. And there are a number of very real benefits the solution has delivered thus far,” confirms Law. “Once the solution was up and running, I couldn’t believe the time it took to run the MRP reports. Cherasia has 10,000 part numbers and around 3,000 BOMs. In the days of the spreadsheet-based system, it would take hours to generate an MRP report. Infor ERP SyteLine took about three minutes to run a one-year forecast.”

“The processing speed is phenomenal,” Law continues. “It has changed the way we manage the business since we can now change parameters and run reports within minutes. And when rush orders are input, a report is run and almost immediately we can see the impact company wide.”

Law outlines some other important outcomes:

Better customer service and accuracy

- The solution provides accurate information to customers, from order to delivery.
- Data is entered just once, greatly reducing the error rate.

Time savings

- Processing speed is extremely fast.
- Infor ERP SyteLine is easy to learn and easy to use, reducing training time.
- No more verification of data is required, saving an enormous amount of time and labor.

Streamlined processes and increased flexibility

- Information moves seamlessly between locations and between departments to support not only the day-to-day operations, but also future planning and growth.
- Infor ERP SyteLine offers the flexibility to change manufacturing modes, even within one production line.
- With the .NET technology as its foundation, the system can be securely accessed from any location by users.

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“Our greatest challenge was winning over the users,” reports Law. “Initially, all refused to change from the ‘flexible’ spreadsheet system. Almost a year later, as they see the information that is available, they are enjoying easier communication between departments, and they see how much more information is available to support customer interactions. Cherasia users trust the system and are working towards getting more out of it.”

Doing business better.

In the next phase of the Infor ERP project, Cherasia and SOLAR are working together to implement capacity planning and repetitive manufacturing, to further refine the planning and manufacturing processes and to take advantage of the rich functionality available within the Infor ERP solution. While other parts of the Cherry Corporation—namely Mexico and the US—consider the move to Infor ERP, Cherasia has the foundation in place to support the company’s plan for growth.

About Infor.

Infor acquires and develops functionally rich software backed by thousands of domain experts and then makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become one of the largest providers of business software in the world. For additional information, visit www.infor.com.

Customer Profile

Infor Corporate Headquarters
13560 Morris Road
Suite 4100
Alpharetta, Georgia 30004
USA
Direct: +1 (800) 260 2640

Contact your local
Infor office regarding
availability of products
in your region.

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