TrafFix maximizes success by achieving digital transformation of operations with SYSPRO

At a Glance

ORGANIZATION

TrafFix Devices Inc.
Engineered Products for Safer Highways

REGION

United States of America

KEY CHALLENGE

The need for a fully integrated ERP system to support growth

KEY BENEFIT

Digital transformation across all aspects of the business

INDUSTRY

Industrial Machinery and Equipment

END USER MARKET

Distributors and government organizations

SOLUTION

SYSPRO 8

Customer Profile

Established in 1986, TrafFix Devices manufactures traffic control devices and crash attenuation products. The company's products are designed and engineered to meet the highway requirements of countries all over the world. This requires engineering excellence and a clear understanding of the performance requirements in each of the countries where it operates. It is a major player in the attenuation space, with major market share.

The Business Challenge

TrafFix initially implemented SYSPRO in 2014. The company had outgrown its existing systems and needed a fully-integrated ERP solution to support its growth as well as short- and long-term objectives. The recent upgrade to SYSPRO 8 was an integral part of the digital transformation of the business.

The Solution

As part of its digital transformation journey, TrafFix recently upgraded from SYSPRO 7 to SYSPRO 8. With this fully-integrated system, it has a single source of the truth that is trusted by the organization and used to make informed decisions across all levels.

The Outcome

The main driving force behind TrafFix's decision to embark on a digital transformation journey was the desire to be better as an organization across the board. The SYSPRO team maximized TrafFix's success, guiding its transformation journey to ensure the objectives were met and TrafFix has completely digitally transformed its operations across all aspects of the business.

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> *We wanted to be better at everything – to sell more, carry less inventory, improve the customer experience and process the same or more transactions without increasing our headcount. Also, we wanted to be less reliant on paper, more agile in reacting to the market, quicker in making the right decisions, and not get bogged down in unnecessary, repetitive tasks.*
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> **– Cobus Conradie,** IT Director, TrafFix.

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Process review is a key to success

TrafFix conducted a full business process review before implementing SYSPRO 7. "I firmly believe it to be a necessary step," Conradie says. "It's an excellent way of getting people in alignment so that we're all on the same page, and definitely helped us obtain buy-in from the staff."

Before moving over to SYSPRO 8, TrafFix installed a test server to mitigate risk. System champions in various departments verified that everything was working correctly on SYSPRO 8. The company also conducted extensive due diligence and change management ahead of time to ensure employees were prepared and ready for the change.

According to Conradie, the upgrade was almost a non-event. "We were up and running without any issues a week after the upgrade. From a technology perspective, the upgrade has improved our backup methodology and opened the door to use the web-based browser Avanti interface."

SYSPRO as a digital transformation toolbox

From the outset, the TrafFix management team viewed ERP as a toolbox to assist in achieving its digital transformation objectives. In addition to having a single source of the truth, it has moved towards a digitized warehouse where every activity from picking to packaging, shipping, cycle counting, and manufacturing is automated. As a result, operations are completely transparent, giving decision-makers valuable insight into possibilities for growth and improvement.

The TrafFix/SYSPRO team implemented various proactive notifications which provide bite-sized chunks of information exactly when they are needed. Such as warnings for possible duplicate orders, possible errors in order entry, and changes in lead times.

"Self-generating lead times provide us with accurate Available to Promise and Capable to Promise data so that we can keep our staff and customers informed of any anticipated changes. Having this information at our fingertips has improved customer delivery and enabled us to make informed decisions," Conradie says.

And, while TrafFix has doubled its topline revenue and transaction volumes, there has been no need to increase its headcount accordingly.

Reaping the value of experience

Conradie says SYSPRO maximized the success of TrafFix's digital transformation efforts. "We don't do implementations all that much, but SYSPRO does them all the time, so they know what works and what doesn't," he says.

One example is SYSPRO's recommendation that TrafFix move from an open pricing structure to a system-managed pricing structure. The strategic goal was to achieve more accurate sales orders.

"Initially it was a leap of faith, but now our orders are far more reliable and accurate," Conradie says. "Additionally, were accustomed to standard costing and managing variance accounts, but now that we have the checks and balances in place to obtain accurate real-time average costing, we are realizing the gains of that guidance."

In some regards, it was about fully utilizing SYSPRO. "We weren't necessarily ready to use everything in SYSPRO from an organizational point of view. As we reached a point where we had a comfort level or were organizationally ready, we started using various modules and features to their full extent."

The journey continues

The future for TrafFix and its use of ERP is exciting. The company has already implemented fully automated robot arms that take care of jobs that could be dangerous for employees, and carry out those tasks in a reputable and scalable manner. A future goal is to integrate those machines directly into SYSPRO so that operators don't have to post transactions. Instead, the machines will communicate and post transactions as products are manufactured, to fully automate each loop.

"ERP is a marathon, not a race. It's better to keep improving continuously than to sprint and burn out. The SYSPRO we had on day one is not the same SYSPRO we have today. We've made vast improvements and will continue to do so moving forward," Conradie says.

About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on-premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

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