Customer Success Story:

Serious Integrated, Inc.

OVERVIEW

To position itself for growth and improve traceability in its manufacturing processes, Serious Integrated, Inc. deployed cloud-based OptiProERP with SAP Business One. The company gained one integrated system that provided more visibility and control over its manufacturing operations while eliminating manual, time-consuming tasks.

Serious™

KEY BENEFITS

- Replaced disparate systems with one fully integrated business system
- Gained visibility and control with a manufacturing-specific ERP solution
- Eliminated manual reconciliation between separate financial and inventory systems
- Improved inventory visibility with domestic and overseas manufacturing partners
- Implemented an easy-to-use business management system that provides fast access to data, saving time
- Gained full auditing and accounting systems needed for international operations
- Gained the ability to work and access critical business information anytime, anywhere with a cloud ERP system
- Gained a platform to support growth as the company's operations expand to new geographies

CHALLENGE

Serious Integrated makes embedded Human to Machine Interfaces (HMI) and Comms/Control software-on-hardware platforms that transform industrial, commercial, and medical OEM products. Serious' off-the-shelf integratable and customizable platforms dramatically reduce software and hardware development costs and time-to-market, allowing customers to move from design-start to production-ready in as little as a few months.

COMPANY	Serious Integrated, Inc.
HEADQUARTERS	Mesa, Arizona
INDUSTRY	High-tech & Electronics Manufacturing and Software
SYSTEMS REPLACED	QuickBooks and MISys

Founded in 2008, Serious ran its operations on QuickBooks, the MISys manufacturing system, and Salesforce for many years. As the company grew, executives ran into problems with their disconnected legacy software systems. QuickBooks didn't carry inventory, and Brad Stevens, CFO and director of operations, found it hard to reconcile the financial system with the inventory numbers generated in MISys. In addition, QuickBooks couldn't scale or integrate with the company's contract manufacturing partners.

The company sells an integrated circuit board and designs the boards but then contract manufactures them. The boards are then shipped back to Arizona where the Serious team adds the software controls and completes final assembly. The company tried to track and manage inventory in its own warehouse and lacked visibility into its partner locations in China, Canada and California.

Manual Entry in Disconnected Systems

"Inventory is a big chunk of our business model that we have to manage and QuickBooks would often get out of sync," Stevens said. "It was extremely difficult to find where things got out of whack and almost impossible to work that out."

He spent countless hours trying to manually manage and reconcile inventory in the two programs, often to no avail. So, like many other companies using legacy versions of QuickBooks, "I often just ended up making an adjustment, and never could reconcile most of the discrepancies," he said. Having multiple systems that didn't reconcile made it very difficult to manage inventory levels.

In addition, the company needed better bill of material (BOM) management with revision control so when they swapped out parts, they could track the revisions and when they were made accurately.

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>
> **Brad Stevens**
> CFO and Director of Operations

To Grow, A New Integrated System Was Needed

Serious Integrated began to look for a new solution as part of its growth strategy, a desire to better manage inventory, and add traceability and serialization to its inventory processes. They discovered that adding additional concepts to its existing manufacturing software MISys would be difficult, Stevens said.

In addition to needing a single system to connect its financial, inventory and manufacturing operations, Serious Integrated wanted a cloud-based system so it could avoid additional server and technology infrastructure maintenance and expenses of an on-premises solution. Its current servers were at near-capacity, said Stevens. The company needed advanced manufacturing capabilities as well as a company it could trust. The new business system needed to have MRP as well as materials handling, traceability, serialization, and the ability to manage inventory across multiple warehouses and bins.

SOLUTION

Industry-Specific ERP Solution for Manufacturing on SAP Business One

Serious Integrated reviewed NetSuite, MISys and Sage before electing to deploy OptiProERP with SAP Business One. Although he knew of SAP's world-class reputation, Stevens initially worried about the enterprise costs and complexity sometimes associated with the SAP's enterprise software products. But then he learned that SAP Business One was designed with small and midsize businesses in mind and appropriately priced.

OptiProERP provided the additional, much needed manufacturing functions embedded into SAP Business One and is one of SAP's unique OEM partners.

In addition, OptiProERP effortlessly handles inventory levels from multiple warehouses and provides the mechanisms needed to handle multiple part revisions.

"I had used SAP's enterprise ERP at Intel previously," said Stevens. "SAP Business One was easy-to-use and affordable for our company and OptiProERP gave us the manufacturing capabilities and full integration we needed."

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BENEFITS

End-to-End Operational Visibility

Having one single, connected system eliminated reconciliations between multiple systems, saving countless hours of Stevens' time. Having one integrated system eliminated the double manual data entries, exports and transfers the team previously made between programs.

"That was a huge benefit," he said. "Everything is tied together and works as one seamless system. That was huge to track everything from AR to delivery to work order. In two systems, there was no way to do that."

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For the first time, Serious Integrated had full visibility into the company's financial and inventory status in real time. "I really like the interplay between the different modules and the deeper visibility into how we are performing," Stevens said.

Accurate, Real-Time Reporting

The company has accurate and real-time financial reporting and accurate stock levels across the entire operation, which helps keep inventory levels appropriate and aids in the procurement process. Real-time reports help Serious Integrated's executives make data-driven decisions faster and easier.

With more accurate data in one connected system, for example, the company has more precise finished goods costing based on production and its sub-contracting processes. It has multiple reports that are customized for its business to draw from including an improved chart of accounts, sub-contracting work order status report, production shortage report and inventory audit report for stock valuation.

Anytime, Anywhere Access

Stevens liked that the new business solution is cloud-based, which removed the costs of additional on-premises technology infrastructure and maintenance for the ERP and allows him to access the system from anywhere.

"I'm pleased with the cloud-based system," he said. "IT is minimal. Before, we had all the server maintenance, and if a server went down, it was more critical than it is today. Now I can use a cell phone to access the system, which I had to several times when the Internet went down, and I easily accessed the data I needed."

Backups are handled in the background by OptiProERP, which means Stevens avoids the server maintenance and downtime while the backup runs.

Added Manufacturing Capabilities

On the manufacturing side, David Nolte, vice president of manufacturing and quality, also has more visibility into manufacturing processes and also visibility into partner warehouses, resulting in more accurate inventory levels and streamlined operations.

He uses the OptiProERP tool daily for item creation through BOM management and work orders, to manage sales orders and ultimately shipping and fulfillment. "The system is pretty easy to learn, easy to use, easy to get information out of, and is organized well," Nolte said.

"We got multiple hundreds of BOMs with the system, production work orders to the floor and tie all together to ship product," he added.

"I view OptiProERP as a tool like I do a screw driver. It gets integrated into our processes. OptiProERP gives us the ability to track inventory, to control certain aspects of our processes, and it gives us reporting facilities that otherwise could be laborious to extract inventory levels, for example.

David Nolte
Vice President of Manufacturing and Quality"

They can now track batches of high value materials and track when they are consumed and shipped, and have visibility into partner operations in China, Canada and California.

Serious Integrated plans to add additional contract manufacturers overseas, and OptiProERP with SAP Business One provides the robust reporting and auditing needed when operating internationally as well as the manufacturing capabilities that will allow them to add new partners easily, he said.

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Once work orders are entered, the software becomes more automatic in order fulfilment and invoicing, which helps prevent errors, he added.

Growth Platform for Manufacturing

The company is looking to adopt advanced serialization and to more fully leverage the quality management and additional manufacturing capabilities that OptiProERP provides. Also, Serious Integrated can easily add its manufacturing partner facilities and warehouses in the system as looks to expand operations in new locations, domestically and internationally.

ABOUT OPTIPROERP

OptiProERP is an industry-leading ERP solution for manufacturing and distribution. OptiProERP delivers best-in-class industry functionality embedded into SAP Business One, the market-leading business management platform for small and midsize enterprises. Customers gain an end-to-end business management solution, including financials, accounting, sales, CRM, and industry-specific functionality that fully leverages deep industry expertise of over 20 years dedicated to serving manufacturers and distributors.

OptiProERP is an eWorkplace Manufacturing solution. eWorkplace Manufacturing is SAP's strategic industry partner for manufacturing and distribution and its first OEM partner as part of SAP's global PartnerEdge Program. Serving manufacturers and distributors for over 20 years with OptiProERP and BatchMaster as its two ERP solutions, eWorkplace Manufacturing has gained the trust of over 3,000 customers globally. For more information, visit: www.optiproerp.com

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