

Performance Made Powerful: Brazilian Industrial Manufacturer Leverages QAD to Streamline Local Operations and Hone Competitive Edge in Global Marketplace

The Company: Serving Global Markets from Brazil's Heartland

A major Brazilian player in the hydraulics, smelting and industrial components markets, Indústrias Marrucci has 170 employees in the outskirts of São Paulo. The company provides products to national and international markets, focusing on the United States and Europe.

The Challenge: The Agility Needed to Maintain Market Leadership

Indústrias Marrucci prides itself as an innovator and an early adopter of state-of-the-art technology, which contributes to maintaining the company's leadership position in Brazil's competitive market environment.

The search for significant competitive advantage led Indústrias Marrucci to seek an integrated solution that would dramatically improve all the company's processes, increase productivity, minimize errors, improve production planning, programming and reporting, and, ultimately, reduce financial and operational costs.

Integration, accuracy and flexibility were key factors for Indústrias Marrucci executives as they visited other companies and evaluated their ERP systems.

The Solution: The Clarity of an Integrated, End-to-End System

QAD was the clear choice to help Indústrias Marrucci maintain competitive advantage and meet its business goals: the company's focus on manufacturing gave it the edge over other ERP vendors. QAD provided Indústrias Marrucci with its QAD MFG/PRO Base System, along with QAD Release Management. The comprehensive solution supports a supply chain-enabled enterprise, and includes manufacturing, customer management, supply chain, financial management and analytical applications within an open technology environment. As an integrated solution QAD MFG/PRO Base System eliminates the need to implement individual solutions for specific processes and reduces the costs of upgrades.

The Benefits: The Unity to Manage Locally, Compete Globally

Indústrias Marrucci has been able to significantly improve the company's inventory management, by streamlining production planning and programming processes. The result? Shorter delivery deadlines, decrease in data entry errors, and faster and more accurate financial reporting. In addition, the company improved control over sales, costs, work orders and overall processes. The average-cost module allows the company to comply with Brazilian legislation, providing inventory books and other fundamental reports for inventory assessment and cost of raw materials.

Highlights

Company

Company Name	Indústrias Marrucci
Industry	Hydraulic and Smelting
Products	Hydraulic products and smelting parts

Solutions

QAD Enterprise Applications	QAD MFG/PRO base system; QAD Release Management
Sites	Piracicaba, state of São Paulo, Brazil
Implementation Time	4 Months
Platform	Windows Server

Results

- Shorter delivery times
- Reduced data entry errors
- Faster and more accurate financial reporting
- Improved control of sales, costs, work orders and overall processes
- Compliance with Brazilian legislation to provide detailed reports for inventory assessment and cost of raw materials.



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