

HUSKY INJECTION MOLDING SYSTEMS

Equipment manufacturer molds consistency, accuracy into their global business



Company

Husky Injection Molding Systems
Bolton, Ontario, Canada
www.husky.ca

Corporate Details

Husky Injection Molding Systems is one of the world's leading suppliers of injection molding equipment and services to the global plastics industry. Husky serves customers in industries such as: beverage packaging, specialty closures, medical, thin wall packaging, consumer electronics, and automotive, supported by 1,700 employees.

Benefits

- Quote and order development for all business units handled by a single, global, integrated system.
- Centrally managed model and pricing ensures one-set of numbers applied consistently worldwide.
- Top management has global visibility to the status of all quotes and sales.
- Global user access has more than doubled.
- 100 percent ROI already achieved – with plans to extend solution's reach to more functional business areas.

Products

- Microsoft Dynamics CRM

The Experlogix Configurator supports hundreds of Husky users across the globe, providing consistent, accurate quote-to-cash processes every time, providing management reliable forecasts.

Challenge

Founded in 1953 in a Toronto garage, Husky started out as a small machine shop. It quickly found its niche specializing in the making of quality injection molds for thin wall plastic containers. Husky Injection Molding Systems is now one of the world's largest suppliers of injection molding equipment to the plastics industry with more than forty service and sales offices supporting customers in more than 100 countries.

As the company expanded to include five major business units with manufacturing plants in Canada, the United States, Luxemburg, and China, so did the complexity and demands of its quote/order processes. By 2010, Husky personnel were using seven different standalone systems to build customer quotes for its broad array of products.

"A quote for a new system typically include machine, molds, axillaries, startup services, freight and then there are options, specials and spares totaling up to 200 products per one quote," says Sergiy Fomenko, Sales Effectiveness Project Manager.

"Getting one unified quote was hard because the outputs were different for all seven systems," says Terry Solomon, Sales Support Manager. "Keeping price and product data current was a major challenge." The cumbersome process caused errors and delayed delivery of quotes to customers.

Successfully pushing price quotes to the field was an onerous task. "It involved coordinating teams in over 100 countries worldwide," says Fomenko. "Once a quote is accepted by a customer, it's too late to update to the most current pricing."

The process was cumbersome and riddled with errors which delayed deliveries of customer quotes. And corporate management had no visibility to global quoting in terms of how many quotes had been made, and how many were accepted.

"The system is very flexible, easy to use, and reliable for our global sales teams - and has already returned more than a 100 percent return on investment."

- Sergiy Fomenko, Sales Support Manager

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With the release of Windows 7, the company lost support – and essentially access – to massive amounts of data in two of its core systems: Access and Microsoft Excel. Management decided it was time to move to a new, totally integrated, technology platform. The platform was to be Microsoft based, critically relying on Share Point, and Microsoft Dynamics CRM.

Solution

After an intensive review of several configurator vendors, Husky selected Experlogix to a critical component of its new global pricing technology platform. The configurator is model-based with rules, component definitions, and pricing centrally maintained. User access is available directly within Dynamics CRM to everyone across the company's extended global network.

"Experlogix is quite flexible and user friendly," Solomon says. "There are many ways to go about consolidating information you need, and the speed and ease of that, and the confidence it provides management is a significant improvement over what we had before." Quotes and reports can be built by multiple methods or by using a combination of functions, including formulas, tables, pricing properties, and more.

"Overall, Experlogix personnel were very supportive, helping us through the initial launch," says Fomenko. "The lead Experlogix repimplementation engineer was extremely knowledgeable about all business requirements, and how the technology could be used to achieve what we needed."

Result

One of the biggest benefits to date is the visibility provided to senior management to the whole quote and order process. And the confidence they have that all quote information is consistent and accurate and universally applied.

"The system is also very flexible, easy to use, and reliable for our global sales teams," says Fomenko. He states that the comprehensive new pricing platform has already returned more than 100 percent ROI.

The number of people using the system has more than doubled, touching the jobs of over 1,000 individuals as more departments have been drawn to use it, Including people in sales, sales support, marketing communications, marketing products, operations/manufacturing, material planning, services and logistics teams.

Husky is looking to improve forecasts that will lead to shorter lead times and smaller inventory costs – all which will contribute to its greater competitiveness, and provide improved benefits to its customers.

"Now that the implementation has been completed, the company is planning how to gain greater return from the solution. We are already thinking about how to enhance sales forecast accuracy, order entry validity, material planning and warehouse management, logistics and incoterms, custom products quotes, product specification forms and checklists," he says. "More accurate and centrally controlled quote data saves many thousands of dollars of unnecessary expenses, increases company revenue and provides greater business intelligence to make more informed decisions."

