

RiteWay Manufacturing Doubles Revenue in One Year with Help from Macola

RiteWay

Manufacturing, Inc.

Industry: Metal fabrication

Company: RiteWay Manufacturing

Solution: Macola 10

RiteWay Manufacturing, located in Lester Prairie, Minnesota, provides highly efficient, turn-key services in custom metal fabrication including custom manufacturing, welding and cutting, CNC machining and laser engraving. They also manufacture new and reconditioned conveyor systems for customers such as FedEx and DHL

Challenges:

- Lack of integrated accounting, manufacturing and distribution systems and automated processes
- Siloed data stored in Excel and on paper
- Inability to accurately track inventory
- Slow quoting process

Results:

- Ability to quote large custom projects in less than half a day versus the 3-5 days it took prior to Macola
- Phased implementation with the ability to grow without further investment
- Ability to track all inventory
- Accurate and timely shipments

“We would not be able to be a \$10 million company if it weren’t for Exact Macola. Macola runs the company, from order processing and inventory controls to more accurate accounting and faster automated shipping. I don’t know what I’d do without it. ”

**- Denise Johnson,
President of RiteWay Manufacturing**

The Challenges

For many years RiteWay Manufacturing operated as a successful company, proudly serving FedEx as one of its largest clients. They even expanded their business to accommodate future growth. But like so many companies during the economic downturn, RiteWay Manufacturing fell victim to a series of hardships.

Denise Johnson, president of RiteWay Manufacturing, knew the company needed to update and automate processes and introduce new technology to revive the business. They were using QuickBooks for accounting and didn’t know how much inventory they had because data was stored using itemized lists in Excel. Another challenge was quoting.

Many jobs are unique and customized and it would take 3-5 days to quote them due to their manual process. The lengthy lead time often forced them to turn business away. It became clear that RiteWay Manufacturing needed new technology to help them overcome their challenges.

“Five years ago when deciding to implement an ERP system we knew we could only do so much and had to approach implementation in phases. With Macola, we have been able to grow into the solution without further investment.”

- Denise Johnson

About Macola

Macola is ERP and business software that manufacturers and distributors use to automate, manage and grow their businesses. The software empowers companies to take control of cost and complexity at every critical stage from design through delivery and see all facets of their business from a single application.

Macola is an Exact product. Exact builds business software for SMEs and their accountants. Our innovative technology is aimed at specific business needs, providing an overview of today and insights into the opportunities of tomorrow. Exact inspires businesses to grow. Our 1,600 employees love, share and support our customers' ambition. Like them, we aim high. Like them, we aspire to lead the way. That's how we know it's a bumpy road to success. And that's why we build software to help smooth it out, enabling our customers from all over the world to grow.

Macola. ERP and business software.

The Solution

After evaluating two ERP products and choosing a system based on the functionality the vendor claimed, RiteWay endured a year-long implementation that was never completed nor delivered what was promised. After a new evaluation process, Macola was chosen from a list of 10 because of the product configurator capabilities. “Macola was the only company that told the truth,” said Johnson. “There's no comparison to what Macola actually provides.”

One of the first challenges to tackle was inventory tracking. Using Macola and WiSys Warehouse Management System, the company has been able to automate data collection and tracking of all its inventory through bar code scanning—ensuring that inventory doesn't get missed or left off shipments. Employees can now quote million dollar custom projects in less than half a day versus the 3-5 days it used to take. Macola is also being used to schedule employees, jobs and machines on the shop floor.

Accounting and reporting are vital to any business and Macola helps the company save multiple hours on reporting with the ability to quickly create custom reports. The accounting functionality is integrated with the manufacturing and distribution systems, providing much greater functionality than what they had with QuickBooks.

“My entire staff loves Macola. You don't feel like a customer, you feel like you're part of the family because they understand the business. I feel like I am their only customer because of the great customer service,” said Johnson.

The Results

Before Macola, RiteWay projected \$3.5 million in sales. But after implementing Macola, the company actually did over \$7 million and projected over \$10 million the year after. “We would not be able to be a \$10 million company and beyond if it weren't for Macola 10. The software runs the company, from order processing and inventory controls to more accurate accounting and faster automated shipping. I don't know what I'd do without it,” remarked Johnson.

According to plan, the organization is growing into the system by first addressing prioritized facets of the business, such as inventory tracking, before implementing additional features. Johnson estimates that today RiteWay Manufacturing currently uses 40% of Macola's functionality and is looking to increase their usage to 75%.

“When deciding to implement an ERP system we knew we could only do so much and had to approach implementation in phases. With Macola, we have been able to grow into the solution without further investment.”

“We are moving into the next phase in lockstep with Macola and are excited about the additional functionality we have yet to use. I travel a lot and have people who use tablets on the shop floor so the new mobile capabilities will help us become even more efficient working in real-time. Having the ability to personalize role-based workspaces will also be beneficial. Putting it all together, we are now at the forefront of technology for our business,” added Johnson.

To learn more about Macola, please call 1.800.468.0834 or visit www.macola.com.