



**Realizing \$100K in savings by cutting quote creation time by 20%**



**Industry:** Specialty Building Products  
**Company:** Nystrom  
**Solution:** Macola 10

Nystrom, based in Brooklyn Park, MN, manufactures specialty building products for building owners, contractors and subcontractors operating around the world and delivers the products directly to the construction site. The 60 year-old-company also supports architects with comprehensive specifications coordination, updated digital content and a technical support program for its products. Examples of Nystrom's products include: access doors, roof hatches, expansion joint systems, entrance mats and grilles, and wall and door protection.

**Challenges:**

- Legacy ERP system lacked sales functionality which hindered growth
- Needed ERP capable of rolling out to direct sales & third-party resellers to enable data and metric sharing by territory
- Required automation projects to enhance quoting

**Results:**

- Grew revenue by territory while reducing costs
- Boosted revenue per employee
- Increased quantity & quality of quotes per salesperson

**“In terms of configurator/doc selector, it is pure sales productivity. If I put an ROI calculator together to measure that project, we got payback on part of the project in about three months. It had a huge impact. We do a lot of quotes every day. The project cut quote entry to quote delivery time by 20%, saving \$100K.”**

**- Pat Irestone  
Nystrom CIO**

## Legacy ERP software Limits Sales Efficiency and Growth

Nystrom's legacy ERP system was lacking in sales functionality—which was having a negative impact on growth. The specialty building products manufacturer needed a solution to boost sales productivity that could handle direct sales and also be rolled out to third party resellers covering territories across the country. The sales efficiencies Nystrom was seeking would be achieved by upgrading to Macola 10 and rolling it out to the third parties. That rollout, called the third party system (TPS), allows Nystrom to share segregated data and metrics by territory—informing the third parties what is happening in that territory. Nystrom CIO Pat Irestone says the TPS rollout has had a huge impact on the business.

**“It is all about customer data, right? It is about quotes and orders and products,”** said Irestone. Nystrom's CIO says the TPS has boosted revenue

by territory while reducing costs. The company's goal was to make reseller transactions self-serve. So Nystrom started with a reseller portal for information sharing, then converted it to the TPS by providing a Macola 10 license to resellers and configuring the TPS to be mutually beneficial to the resellers and Nystrom.

## New ERP software Sparks Revenue Growth

The TPS combined with other IT automation projects has benefitted Nystrom's bottom line.

**"Our revenue per employee has been increasing because of the overall automation efforts and Macola 10 has been part of that and so has the TPS,"** said Irestone. **"We wouldn't have been able to deliver the third party system without Macola 10."**

Nystrom's business model also includes a distributor channel. The company wants distributors to be able to self-serve like its resellers. So Nystrom is working with the Macola professional services team to implement a distributor portal, including a workspace to enhance productivity. The workspace will allow distributors to enter orders, understand their current balance, account status and more.

### 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 CIO says that the Macola 10 upgrade, which enabled the TPS, for both resellers and distributors, combined with a couple of other Macola projects that preceded the upgrade have put Nystrom on a new course. **"Those were really transformational changes here that have had a big impact on our business,"** said Irestone.

## Automation Projects Boost Sales Productivity and ROI

The transformation began with a couple of projects that Nystrom implemented with help from the Macola professional services team. Macola consultants integrated the Macola-based quote function with Nystrom's engineering systems. And the team built an item configurator function so the sales people can configure and price custom products on the fly and send the quote out using Macola's quote functionality.

They also added a capability called doc selector to allow the salespeople to attach shop drawings, product specifications and engineering documents to the quote as it's sent to the customer. Doc selector is an API integration to popular document management-based solutions such as product data management (PDM) systems and collaboration solutions like Microsoft SharePoint. For Nystrom, the doc selector integration to its PDM system enabled access to product support documentation to enhance sales quotes.

**After implementing the project, the quality of quotes improved and the number of quotes per salesperson increased 15%.** Quotes contain integrated shop drawings that reflect the customizations enabled by the configurator and the products are priced appropriately. Nystrom's CIO credits the project for increasing sales efficiency which helped achieve revenue goals. **"In terms of configurator/doc selector, it is pure sales productivity,"** remarked Irestone. **"If I put an ROI calculator together to measure that project, we got**

**payback on part of the project in about three months. It had a huge impact. We do a lot of quotes every day. The project cut quote entry to quote delivery time by 20%, saving \$100K."**

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**- Pat Irestone**

## Web-based Functionality Paves Way for Continued Growth

Irestone says the configurator/doc selector integration could not have been deployed if it wasn't for web-enabling inside Macola 10. The web-based functionality simplifies customizations and that's especially appealing to Nystrom. The CIO notes that it's much easier for them to make changes to the system and that has cut the cost of development, which is important to Nystrom as the company looks to continue growing. **"We are driving toward increased revenue and productivity; and automation has to be a big piece of that. And the easier that your system is to work with the better off we're going to be,"** notes Irestone. **"We don't think of Macola 10 as an accounting system and a CRM system. It really is one system that we need to work with. It is one business process that cuts across the enterprise."**

**To learn more about Macola, please call 1.800.468.0834 or visit [www.macola.com](http://www.macola.com).**