



SOLUTION BRIEF

Customer Profile

McCain Inc. has been providing traffic related solutions to businesses and municipalities for over 20 years. McCain's products and services are widely trusted across the U.S. and around the world to safely guide millions of motorists from point A to point B through the use of transportation, parking and freeway/incident management systems. This privately held organization has experienced solid growth during the past two decades and currently employs over 500 people throughout North America.

Business Situation

McCain was using an old batch manufacturing system that was riddled with inefficiencies, forcing them to perform a great deal of tasks manually. Orders were bogged down and management was unable to make timely business decisions.

Solution

- > Microsoft Dynamics GP
- > Microsoft Dynamics CRM
- > Myridas Extended Pricing
- > Accellos Collect One GP
- > WennSoft Job Costing
- > Keyora Webfoot

Benefits

- > 46% increase in gross profits 2005 vs 2009
- > Reduced time to close (month-end) by over 33%
- > Improved delivery times to customers
- > Boost in manufacturing efficiency
- > Improved lot track and trace
- > Replaced manual processes
- > Improved response time
- > Increased ability to make informed, timely decisions

ePartners Success Story

McCain Sees all Green Lights Ahead with Microsoft Dynamics



McCain Inc. has been a leading manufacturer and provider of traffic technology solutions in the United States and internationally for over

20 years. Since the company's inception, Jeffrey L. McCain, CEO and founder, has made significant enhancements to the company's core business model and overall company scope. These enhancements have led the organization to substantial growth over the past two decades within its core business division, Traffic Management Solutions, and have expanded into the company's newest divisions: Parking Solutions and Outsource Manufacturing.

As an organization, McCain understands the impact and importance of its carbon footprint, and has a line of energy-efficient products as well as an internal green initiative. McCain strives to continue to educate their customers on the importance of going green. One way they are able to do that is by offering products that reduce drive time—like their parking system or their intersection software control system—to keep traffic moving on busy streets.

McCain Inc. was recently named one of the "2009 Best Places to Work" by the San Diego Business Journal, and its founder Jeffrey L. McCain, recently received the 2009 Ernst & Young Entrepreneur Of The Year® Award in the Consumer and Business Product and Services category in San Diego.

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"I've been working for McCain for 18 years," Terri Schaeffer, McCain's Microsoft Dynamics GP administrator proudly states, "and I'm not the employee with the most longevity by far." The company's management team prides themselves on employee retention and continuously strives to keep McCain a fun and fulfilling place to work.

To better meet their own quality standards for their customers and employees, McCain sought to improve efficiency.

Automation Detour

In 2006, McCain was using a batch manufacturing software solution, and inefficiencies abounded. "We didn't know where we were until the end of each month when we shut down the system and balanced the general ledger to inventory,"

explains Schaeffer. "For three or four days, people were writing down orders manually, and we were unsure whether or not they were posted—brutal for a manufacturing company posting close to 100,000 inventory transactions a month."

Additionally, in manufacturing, McCain uses many petroleum cost sensitive materials that experience price fluctuations, and sometimes the price of materials increase before the quote becomes an order. "Some of our intersection poles have a 90-120 day lead time from when they are ordered based on material availability and manufacturing time," explains Schaeffer. "A sales person would bid a project, it would take two to three months to become a job, and by then, the plastic or aluminum price would cut into our gross profit."

In the batch manufacturing system, material requirement planning (MRP) was not site-specific. When an item needed to be manufactured, the old system looked at all three

manufacturing facilities (California, Washington and Mexico) to fulfill the job. "There would be enough panels, for example, in Washington to cover production in Mexico, but Washington wanted to hold on to them for a future job, and shipping them is cost prohibitive," says Schaeffer. "We resorted to manual MRP, which resulted in overstocking." This was not the only manual process in the warehouses. Workers had to manually write down orders and there was a dedicated staff to do nothing more than order entry into the old system.

Efficiency Improvements Ahead

Always keeping a keen eye on customer service, the management team at McCain knew it was time for a change. "It's important to our CEO, Jeffrey McCain, to keep as much manufacturing

in house as possible, to ensure quality and to keep promised delivery dates to our customers," says Schaeffer. "In order to continue manufacturing the vast majority of our products, we had to make some changes." McCain looked at Microsoft Dynamics GP and found that it was a perfect fit for the improved manufacturing and accounting efficiencies that they wished to

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– and that's huge!

achieve. "We purchased just about every Microsoft Dynamics GP module, plus third party applications, and most importantly, we are using them all," says Schaeffer.

McCain immediately saw efficiency improvements after implementing Microsoft Dynamics GP. The accounting team no longer has to shut down the system for three to four days—instead transactions were posted daily, and they immediately knew whether inventory tied back to the GL and the accounts receivable aging matched the GL. "Management was now able to make decisions based on today's information," says Schaeffer.



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The extended pricing functionality that McCain implemented has enabled them to use base pricing for customer quotes and orders, dramatically increasing gross profits. "We have seen a 46% increase in gross profits since implementing Microsoft Dynamics GP—which is huge," exclaims Schaeffer. "And this is during a challenging economy, and at a time when we have reinvested back into the future of our company."

With site specific MRP in Microsoft Dynamics GP, McCain has been able to improve delivery times to customers and the warehouses are no longer overstocked. "The new system has changed the mindsets of our warehouse workers," says Schaeffer. "They trust the system when it says items need to be ordered, which is crucial since we receive over 3,000 manufacturing orders per month." Using Accellos Collect One for handheld devices, stock is scanned into the system in real time and the need for order entry clerks has been eliminated. Additionally, order tracking and tracing has improved, which was a big problem in the past.

This Way for a Proven Partner

After McCain's initial implementation, the Microsoft Dynamics partner that they used had not stayed in touch with them. When it came time to upgrade, the team at McCain found themselves explaining their business all over again. "We are complex, and we know it," explains Schaeffer. "But, I don't think it's too

much to ask a partner to stay up-to-date on our system, so it's not like they are visiting us for the first time, every time. We were finally able to find this in ePartners. They listen to us, get back to us quickly, and got us up and running fast."

McCain most recently added Microsoft Dynamics CRM to its solution. "While our employees discuss customer issues with one another, we knew that we were not capturing the full picture," explains Schaeffer. "With Microsoft Dynamics CRM, the complete picture of the customer is there at our fingertips. We know who has recently talked to them and what issues they have been having." McCain also has a better understanding of the sales pipeline, as well as all of the quotes for new customers. Before, existing customer quotes were handled through Microsoft Dynamics GP, but there was no mechanism to track and quantify new customer quotes. "There's added intelligence now, and the reporting is great," says Schaeffer.

Endless Possibilities for the Future

Next up, McCain will add serialization to all of its products and track it through Microsoft Dynamics. "This is a huge project, but an important one, in that if we find a problem with firmware in a traffic controller, we can immediately look up which customers have that controller, and at what intersections they reside," explains Schaeffer. "Then we can simply send out the chip or disc that fixes the problem."

For more information, please visit www.mccain-inc.com



A two-time recipient of Microsoft's Global Partner of the Year award, ePartners is one of the largest Microsoft Dynamics consultancies in the world. Committed to delivering innovation, industry expertise and local service to our clients around the globe, ePartners is dedicated to helping each client align technology and business strategies to deploy cost-effective solutions that deliver genuine performance improvements. ePartners delivers results through a comprehensive offering of consultation, custom development, systems integration, implementation, training and support. Our market-leading enterprise resource planning (ERP), customer relationship management (CRM) and business intelligence (BI) solutions create clear competitive advantages for a wide variety of organizations including those in healthcare, manufacturing, distribution, financial services and many more.

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