DMF Pty Ltd
South Australia

Headquartered in the Adelaide suburb of Wingfield, Diversified Metal Fasteners Pty Ltd (DMF) is a manufacturer of specialised metal pressings and is probably best known for its 80 year old brand name Carr Fasteners.

The company's principal customer base is drawn from the leisure industry, including businesses associated with boats, tents and caravans. With sales being driven through an Australia and New Zealand wide distributor network.

Background

Until five years ago, the company was part of a large multi-product business. However in 2005, DMF became an independent entity. A move that presented a range of major IT challenges.

Prior to the ownership change, computing requirements had been well managed by a corporate enterprise management system. And it had been agreed that the independent DMF could continue to use this facility for a short period of time.

However, the point very logically came when the company needed to assume in-house responsibility for its own systems.

The initial move saw the implementation of MYOB to manage such things as accounting and payroll.

But as DMF sales and marketing manager Maureen Lawlor explains, "This still left us without any data processing tools to assist manufacturing.

"We had an absolute need to do something. For example, to answer such questions as 'how much material does production need.'"

"As such we looked at a very wide range of IT packages. Some couldn't do all that we wanted them to do. And all out were of the question from a budgetary viewpoint. And thus our solution was to take MYOB data and then crunch the needed numbers manually. A rather tedious and time consuming process that was clearly not ideal."

"It is also fair to say that this way of doing things meant we were always being reactive as opposed to being proactive. We saw ourselves as still being rather too far behind the eight ball. Remembering that while customers typically require immediate delivery, there is a three months order lead time for brass, one of our major raw materials. So if you are not on the top of inventory levels you can have serious issues arise."

CASE STUDY

Partnering with Epitome and Ostendo

Says Ms Lawlor, "Some short time later we were then introduced to Ostendo. A computer solution that had just been released in South Australia and which was being supplied and supported by Epitome."

"From a cost perspective, this looked very attractive. So it was then good to find out it could give us exactly what we needed. The decision to adopt Ostendo was thus a pretty straightforward one."

 "That said, I have been involved in quite a number of IT changes and new implementations. The experiences were never ideal and sometimes accompanied by a raft of hassles. We needed the system and we wanted to get it up and running as quickly as possible. But we worried about the usual computer dramas."

"Happily, there were absolutely no traumas or issues. Our implementation was smooth. Integration with MYOB was simple. We got the system operational within a month. And all

with good Epitome on-site training and instruction manuals. The experience was, in a word, 'easy'."

"It's also relevant to note that anyone, with even the most basic computer experience, can start using the Ostendo applications very quickly. It is a very friendly system. And when you need to get things happening quickly, that's a real plus."

Outcomes

While DMF notes that it is only currently using a small part of the overall manufacturing capabilities offered by Ostendo, it records that everything required is being well catered for. As such:

- Production has access to systems it needs.
- There is total visibility of all raw material stocks.
- There is equal visibility of all finished goods inventory.
- All stock levels are immediately accessible, on line, and are totally up to date and accurate.
- It is now easy to compare what is scheduled to be dispatched and what is available.
- Desired maximum/minimum stock levels are now automatically controlled.
- Manufacturing is clearly aware, at all times, of required raw material requirements.

Postscript:

"Combining Ostendo and MYOB presents a very economical and great IT solution."

Ms Maureen Lawlor, Sales and Marketing Manager, DMF Pty Ltd.

CASE STUDY