



## Grupo BTM: Highly specialized project manufacturing & product assembly.

*“VISUAL ERP offers us an integrated approach to all our core manufacturing requirements.”*

WALLACE VIDAL, IT MANAGER, GRUPO BTM

### About the company

Grupo BTM, a conglomerate based in San Pablo, Brazil, is made up of three companies that manufacture and assemble switchboards and low- and medium-voltage electrical panels: BTM Eletromecânica Ltda., BTMEC Indústria e Comércio Ltda., and BTM Service Indústria e Comércio Ltda.

Founded more than 12 years ago, Grupo BTM has developed highly specialized expertise in the areas of project manufacturing and product assembly. The company also specializes in providing services tailored to control electro-mechanical equipment, and to protect and distribute electric power. To learn more please visit: [www.grupobtm.com.br](http://www.grupobtm.com.br)

### Setting the strategy

Grupo BTM needed to find a way to boost productivity and profitability to remain competitive in today's challenging Latin American marketplace. To meet that goal, the company was looking for a robust enterprise resource planning (ERP) solution that would help it improve not only cost control, but the production process itself.

“We needed a centralized solution to include all areas: budgeting, production, stock, and distribution,” says Wallace Vidal, IT manager, Grupo BTM.

*“We were looking for one integrated solution to support our growth; existing isolated systems were not efficient anymore.”*

The company selected Visual ERP, which has a long history of helping small- to mid-sized businesses gain better visibility of transactions across the enterprise.

### Getting business specific

Grupo BTM chose Infor VISUAL ERP, because of the solution's ability to support manufacturing environments that have complex production processes and a high level of customization.

*“Each of our products at BTM has its own engineering process, which varies according to the characteristics of each project.”*

“We needed a robust ERP solution that could support our complex customized production. Other solutions that we evaluated were more focused on the finance and administration operations and not on the manufacturing process. ERP VISUAL offers us an integrated approach to all our core manufacturing requirements.”

The solution was sold and is serviced through Axis, an Infor Channel Partner.

### Seeing results

Since implementing Infor VISUAL ERP, Grupo BTM has been able to streamline operations and increase visibility of transactions across the enterprise. The solution supports Grupo BTM's manufacturing, purchasing, project management, and customer order processes, allowing the company to increase operational efficiencies and improve productivity.

Grupo BTM is just one of many small- to mid-sized manufacturers leveraging the power of Infor VISUAL ERP, which features rapid implementation and quick ROI.