



## Royal Products embraces VISUAL to provide greater value in focusing on the needs of its customers

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CHRIS JAKUBOWSKY, VP OF OPERATIONS

### About the company

ISO 9001 certified, the Long Island, NY-based company serves machine tool OEMs and distributors, offering a wide variety of tool fixtures, workholding products, deburring tools, CNC bar pullers, and other critical elements for ensuring manufacturers achieve peak performance from their machine tools.

The company serves high-end, high-quality product manufacturers, and differentiates itself by the high quality of service it provides. It offers an extensive product portfolio and works closely with customers to ensure that its products address their unique requirements.

Flexibility and a broad product line sets it apart from larger competitors who are less willing to accommodate the demands of every customer; and from smaller companies who can't afford the investment to extend their product lines beyond narrow product niches.

Company: **Royal Products**

Address: **200 Oser Avenue Hauppauge, NY 11788**

Website: **[www.royalprod.com](http://www.royalprod.com)**

Number of Employees: **50+**

Products & Services: **Manufactures and distributes precision machine tool accessories for OEMs and other distributors.**

### Challenges

Staying abreast of the technology curve in the machine tool business is fundamental to success for Royal Products, the Long Island-based precision metalworking accessories manufacturer and distributor. So when the company became challenged to keep pace of advancements in software for running its business, management decided it was time to look for a better solution.

The company has been using an ERP package running on an AS400, mid-range computing platform. Over the years, modifications necessary for adding critical new features required that Royal Products hire additional IS staff.

“Our customers wanted more from us, and we wanted to give them more,” says Chris Jakubowsky, Vice President of Operations. “The existing system had been modified so many times to accommodate our ever growing needs that it became a challenge to follow how future changes would affect the underlying stability of the system. We ended up maintaining our old system and new systems, but they were diverging. We finally decided there was no reason for us to try to reinvent the wheel.

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Infor VISUAL provided the best mix in a single package. Royal Products also gained critical software support in the deal from Infor and from Synergy Resources, its value-added, channel

partner reseller, greatly bolstering its own internal support capabilities. "We have a very good relationship with the people at Synergy," Jakubowsky

says. "They are knowledgeable, accommodating, and very resourceful."

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A key requirement in the selection was being able to integrate VISUAL with the Latitude Warehouse Management System from Pathguide that Royal Products already had in place. And also having a system that would support the company's lean process initiatives. "We've been pursuing Lean for some time, so we wanted to make sure the software would accommodate the Lean practices we already had implemented. We look to use VISUAL to make further Lean improvements down the road," he said.

Royal Products is also looking to use VISUAL to help it move more toward a paperless environment. "With the new system, we can scan a customer's purchase order or drawings and have them linked directly to the order being entered. This enables us to manage our orders much more easily. There's no time spent filing them, and no time lost searching for them when they've been misfiled."

Though they're still in the early phase of using the system, the company has already gained significant benefits. "The ease of creating reports and extracting data is greatly improved. Users can also make changes

to the system without having to burden an MIS person. Users are getting better at creating what they need on their

own," with regards to such issues as parts setup, establishing inventory order points, lead times, and managing back logs.

"It's also much easier to create new parts, as you can copy information from an existing, similar part, and then modify it," Jakubowsky says. "We also have more accuracy and an easier process for creating jobs for special orders; and for keeping track of costs."

Making the transition from an existing system to a new one requires careful planning, Jakubowsky says. Even then, it's easy to make assumptions about what the new software provides. "But with VISUAL, there's a lot of flexibility, especially around user-defined fields. So even if we missed something going in, there are easy ways for us to work around issues by creating macros and utilizing user-defined fields," he says.

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"Implementing new systems, you have to learn to walk before you run," he says. "We're greatly looking forward to advancing with the VISUAL system as our company progresses down the road."