

## A Blue Ocean Systems Success Story...

### Blue Ocean Systems helps



### Manage and Integrate International Subsidiaries

**Finding the Right Fit** LORD Corporation, with 17 manufacturing facilities in nine countries, provides its customers with valuable expertise in adhesives and coatings, vibration and motion control, and magnetically responsive technologies. The company's international expansion prompted management to look for new business software to manage and integrate its international subsidiaries. LORD Corporation's executive team chose SAP® Business One and be.as manufacturing as a cost-effective solution to support discrete and process manufacturing operations in multiple international locations. With the help of Blue Ocean Systems, LORD continues the successful rollout of its new business software worldwide.

Founded over 80 years ago in Erie, PA, LORD today provides innovative product and process solutions to transportation, aerospace, defense, manufacturing, construction, and electronics customers.

Carney Vensel, International IT Manager, was a key player in choosing a new business solution for LORD. The major challenges faced during the decision making process involved the size of the international organizations and the cost of deployment. While LORD international organizations produce large amounts of revenue, the businesses are relatively small in terms of number of employees. According to Vensel, "We had implemented SAP R/3 in the U.S. already to meet our corporate enterprise resource planning needs. We felt, however, that R/3 was unnecessarily complex to implement internationally."

"When we were looking at business systems 4 to 5 years ago," recalls Vensel, "be.as manufacturing looked like a good choice to deploy in our Asian, European, and South American manufacturing operations." Management created a cross-functional team with varied backgrounds to examine LORD business requirements and

determine how the software could meet current and future needs. "The combination of SAP® Business One and be.as provided us with a solid platform for handling both discrete and process businesses with a cost-effective deployment methodology."

With the decision made, the next step was to plan for implementation.

#### A well organized strategy creates success

Starting with the Japan organization, LORD developed a solid strategy for implementing the new software. It was one that involved both business planning and planning for cultural differences. "With each implementation we start with a blueprint and a thorough business requirements review," says Vensel. "We have found that while all processes are not 100% the same, they may be 99.9% similar. Because of this, we have been able to take all of the processes from the beginning and move them forward with every single piece of the implementation."

***"SAP Business One enables us to capture data that we had no ability to capture before. This information will allow us to optimize the organization as we grow and plan for the future."***

***Carney Vensel  
International IT Manager,  
LORD Corporation***

Carney found little resistance from the local organizations. "Most organizations knew what their current limitations were," says Vensel. "Any cultural differences were easily managed through the edu-

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cation process." From a best-practices standpoint, LORD strategy ensured that all projects were owned by a local project manager and that the support team spoke the local language. "Internal and external experts can provide support, but the region has to take ownership of the project in order to be successful."

It was this strategy that ensured a successful go-live experience. Vensel's confidence in this plan is enhanced by several days of testing before go-live. "We go through a testing phase in which we exercise individual components and then perform integration testing of the whole process," says Vensel. "If you do your initial project planning correctly, provide the training that's required, and test everything thoroughly, the only issues you should have will be data related. End users will have a good understanding of the software after the initial training and the support given by consultants during and after formal go-live."

Although LORD has its own internal experts in the areas of sales and manufacturing, they rely on Blue Ocean to provide valuable insights to the project. "Blue Ocean creates a very professional atmosphere during the implementations," says Vensel. "For instance, they have knowledgeable consultants that have brought us their expertise on the local legal requirements from financial and reporting perspectives. That's the expertise you look for from your consulting company. "

"We have had good results with Blue Ocean Systems since they started working with us on the implementation in Switzerland," says Vensel. "They were also involved in our Hong Kong implementation, and are

### First Ever N. America be.as Advisory Group

Blue Ocean Systems and LORD Corporation have recently joined with other organizations to form a North American be.as user group. The group was created to influence the future direction of enhancements to the be.as software. As an added benefit the organization provides a platform for members to share ideas and best practices.

**BlueOceanSystems**

currently working with us in India."

### Planning yields excellent results

Following successful implementations in Japan, Germany, France, Italy, Switzerland, the UK, and most recently in Hong Kong, LORD has seen some dramatic results. "From the European standpoint we had a number of disparate systems with varied capabilities that did not meet the needs of the organization as it has grown and continues to grow," says Vensel. "Now with the implementation of SAP Business One, we have a consolidated environment that can use all the same procedures across the organizations to allow greater flexibility and optimization of our global business processes."

Vensel notes a specific major change in month-end closing. "I would say that we have drastically reduced the time for month-end close," says Vensel "In the past, finance and manufacturing weren't connected so there were many manual procedures involved in reconciling the two. Now, with SAP Business One, this process is significantly better."

As LORD looks to the future, Vensel and his team are planning to roll out the SAP Business One and be.as solution in more Asian locations. "We will continue working with Blue Ocean," says Vensel. "They add value to our implementations and have been a good asset to us so far." ●

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 be.as Group AG develops and markets software based on SAP Business One for discrete and process manufacturing and for the parts supply industry.

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