



SOLUTION BRIEF

Customer Profile

Kele has worked with the building automation industry since 1983, and serves customers in over 40 countries. Kele maintains a huge in-house inventory so it can offer quality products, competitive pricing and fast shipping from a single location.

Business Situation

Kele had outgrown their UNIX-based legacy system and needed a fully integrated solution that could handle all aspects of their business, including accounting and financials, sales automation, warehouse and transportation management and exhaustive business analytics. They wanted to automate the distribution process and firmly tie it to inventory, sales order and warehouse management.

Solution

- > Envisioned Business Solution
- > Great Plains for financials
- > SalesLogix for CRM
- > Fascor
- > Webhouse

Business Benefits

Kele's state of the art solution manages and returns massive amounts of information. Kele's engineers can immediately access full customer and inventory details, and the sales team can run instant analyses on customer, product and sales patterns. Their solution has dramatically improved Kele's business operations and its ability to meet its customers' needs.

Industry

Suppliers to the building automation industry

ePartners Success Story

Kele Manages Growth with ePartners



Kele & Associates is a fast-growing international supplier of temperature control and interface products to the building automation industry. Kele prides itself on same-day shipping, and

keeps an \$8 million in-house inventory to quickly fill orders. The company is headquartered in Bartlett, Tennessee and also maintains an office in Singapore.

Distribution to the building automation industry is a highly competitive and heavily transactional business. Mike Phillips, Director of Finances and Operations spoke about some of Kele's logistical issues. "We ship 500 to 600 orders a day. Most are small items that go out via FedEx or UPS so we really need a process that includes as little manual intervention as possible. We need systems that could get the part in and on the shelf, and then ship it out electronically."

Customer service is paramount for Kele. Product orders are guaranteed to arrive at the client's site by 5:00 p.m. on the following day so efficient shipping and inventory management is critical to their success. System stability, detailed analytics and collaboration at all levels are crucial. Kele's existing legacy UNIX systems were clearly not up to the task and they recognized the importance of implementing an integrated solution that would support their current and future needs.

ePartners Success Story

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Solution

Kele turned to ePartners, initially hiring them to conduct a technology recommendation study. ePartners conducted a highly structured review of Kele's business objectives and completed an application fit analysis. As a result, Kele decided on SalesLogix for sales and CRM, Great Plains for financials, Fasca for warehouse and transportation management, Webhouse for analytics, and a number of other point solutions that would automate specific areas of Kele's business.

With the exception of SalesLogix, the primary sales order entry and CRM system, integration to Great Plains had already been created. Kele elected to engage ePartners for the entire implementation.

ePartners developed the integration between SalesLogix and Kele's massive Great Plains' SQL database, which contained all of Kele's customer and manufacturing data. Great Plains was able to fully populate SalesLogix with detailed information through customizable order screens. Anthony Walsh, Director of Professional Services at ePartners said, "Kele has a high volume and fast-moving operation. They needed to see their data without worrying about its accuracy. They had to be certain that the information they were viewing matched what was actually on the floor."

The entire solution went live simultaneously. "This was our version of the 'Big Bang' theory," Phillips said. "We had to change 150 people's jobs all at once." ePartners provided systems support and on-site training to help Kele's staff adjust to their new solution.

Business Benefits

When the massive system successfully came online, Kele knew they had made the right decision. "We can access a huge amount of information now," Phillips continued. "Before, our sales team had to wait 15 to 20 days for their sales reports, and then do any analytics or comparisons on what they'd sold the month before. Now the sales team can get their reports right away, and can do all the analytics they want in any format they want.

"We're getting significantly more information out of the new system than before," Phillips concluded. "Now that we have the final result, it's incredible what we can do. It's really amazing."

In addition to improved reporting and enterprise-wide visibility, Kele has seen improvements in customer service and system stability as well as lower inventory costs and more efficient manufacturing and freight integration.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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