

One View of our Company's Performance

"The Profitbase solution consolidates information from our two primary business systems and gives our management team up-to-date and accurate metrics so they can see how their department is doing and take action quickly when issues are identified."

*Ole Tom Langaard, BI Manager
Polyform U.S. Ltd*

Introduction



Polyform was founded in Norway in 1955. In 1978, Polyform US was formed and a manufacturing plant was established in Kent Washington, near Seattle. The move to the US was initiated to expand its manufacturing capacity in order to keep up with demand for its popular plastic buoys. The plastic buoy was invented by Polyform's founders in the 1950's and when introduced it was revolutionary.



In 1982 Polyform US became an independent enterprise and were no longer affiliated with Polyform in Norway. That year Polyform's founder Knut Beyer-Olsen with his wife, Merete, and his son, Jan, left Norway and moved to the U.S. to develop the American Polyform company. The company is approaching its 35 year anniversary and continues to be the leading international supplier of buoys and fenders delivering their products to countries around the world.

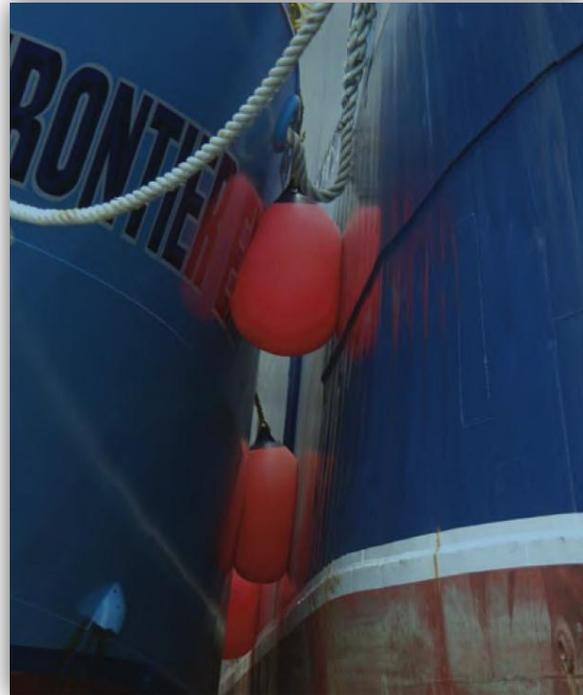
High Report Maintenance

Polyform has deployed Microsoft Dynamics™ GP as their primary accounting system and also has an in-house Inventory system that captures and tracks plant floor material movement that is integrated with Dynamics GP Inventory.

Their reporting system was a hard-coded system that extracted information from both systems and required a great deal of re-work whenever there was a system change or new reporting requirement..

Product Changeovers Costly

Polyform has over 600 different buoy designs and colours and runs a Just-In-Time (JIT) manufacturing operation, producing to order. But changing from one buoy design/colour to another is non-productive time, so minimizing product changeovers is important. Additionally, production reports did not provide operations with current and historical views that were needed to optimize production. As a result, they decided



Polyform sells mooring buoys and fenders to the recreational boating and commercial shipping markets worldwide.

to look for a solution that would allow them to integrate information from both systems and provide consolidated reports to their management and sales team.

Consolidated Reporting Improves Operations

Polyform selected Profitbase for their data warehouse software, Microsoft SQL Server™ 2008 and SharePoint with PerformancePoint and Profitbase InFront for web-based dashboards and reporting.

"One of the main advantages of the Profitbase software is its ability to easily consolidate data from our business systems; and to create process and update OLAP Cubes," comments Langaard. "With Profitbase, we have a very flexible system that is very easy to maintain and enhance, and because we are using OLAP technology we have very flexible reports where we can filter and sort information at any time," Langaard goes on to say.

Optimizing Production

With the Profitbase system, operations now have visible to both current orders and historical sales. This enables them to more accurately predict if and when they will need a certain product and now can optimize their production runs, satisfying orders and also produce to inventory if it makes sense.

"Our management team says the quality of the information they have in their reports is superior compared to our old system. Now they trust the figures and are confident in using the reports to make decisions," Langaard notes.

Everyone Contributes Performance

Polyform has a plan of continuous improvement where all employees and even their independent sales reps are involved. "We are not a large company, so we need everyone to understand how the business is performing and to show them how they can affect performance," comments Langaard. "In the near future, our plan is to display a large dashboard where anyone in the plant can see how the business is doing and how their department is performing," Langaard goes on to say. Additionally, Polyform intends to provide access to key sales and inventory information that will help their independent sales reps located around the world, increase sales and fulfil customer orders faster.

An important benefit of the Profitbase BI solution is that Polyform workers have more ownership and interest in the company's overall performance. It is very important for manufacturing companies like Polyform to enable and empower its employees to help improve the company's performance.

Total Visibility of the Business

In addition to sales and inventory reports used by plant operations, the Profitbase reporting system also provides reports for finance, accounts receivable and accounts payable giving their entire management team a complete and up to date view of the business's performance.

Superior Customer Support

Polyform has been working closely with Profitbase in the deployment of the solution and on developing future plans. "The Profitbase people have been very easy to work with and are extremely competent. But most importantly, I trust them. I always feel they have our best interest at heart," notes Langaard.



About Profitbase

Profitbase, a Microsoft Gold Certified Partner, is a technology leader in delivering rapidly deployed business intelligence (BI) and planning solutions to retailers, manufacturers, healthcare providers, and many other markets throughout the world. Their solutions deliver a rich set of metrics and key performance indicators that empower decision makers with the information they need to easily monitor and optimize their operations. Profitbase solutions are quickly deployed using their software tools and out-of-the-box templates significantly reducing deployment times, cost and risk.

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