

# Telemark Gives Highest Marks to SYSPRO Software



Telemark Corporation is the nation's leading provider of custom printed ATM receipts, POS rolls, parking tickets, note/scratch pads and direct mailers. The privately held company, located in Sturgis, Michigan, has annual revenues of approximately \$9 million. While Telemark offers 30 different product lines, the majority of the firm's business is the printing of automatic teller receipts and parking tickets.

Every order received is, in fact, a custom order because each individual form must be imprinted with the logo of the ordering bank, municipality or institution. The company fills approximately 900 –1,000 orders per month, and the average order size is less than \$1,000. With the abundance of small orders, accurate order tracking is vital. Because Telemark sells through a network of resellers, the company must also be able to respond to numerous order status inquiries.

Telemark had been using an industry specific software package for quoting, accounting, material planning and shop floor data collection. Unfortunately, the system never delivered as promised. It became necessary to verify the accuracy of quotes, and there were long delays before a "good" receivables report could be obtained and month-end closes executed. "Our accounting staff ballooned to nine persons, and it still took two and one-half to three months to do a month-end close. Plus, all of my employees were demoralized, overworked and completely 'gun-shy' of computers," said Thomas J. Thomasma, president. Telemark subsequently took the software vendor to court and won. The settlement included full surrender of the software after three months.

Thomasma turned to Automation Plus, a local software reseller for a new solution. During the initial discussion, John Wiedlea, Automation Plus president, asked Thomasma to outline his "vision" of how the new computer solution should interact with the various business segments and expectations regarding costs, productivity and length of implementation. The two drafted a written plan that included milestones and anticipated growth requirements.

Automation Plus recommended a solution consisting of SYSPRO ERP software running on Microsoft Windows NT on a HP Pentium 3 computer. The fact that SYSPRO software offered a choice of integrated, scalable accounting, manufacturing and distribution modules was a big plus. In addition, SYSPRO's comprehensive implementation strategy, STARS, could also enable Telemark to streamline various business processes during the implementation phase.

Using STARS, Automation Plus was able to get the Telemark converted to SYSPRO within the three months' period granted by the courts. "After the initial implementation, which focused on accounting, we addressed a second phase, which included the SYSPRO Product Configurator and Work in Process tracking," says Automation Plus Vice President, Anne Wiedlea.

Thomasma says getting rid of the old system was like "getting rid of a bad toothache." Describing the implementation of the new system, which, today, is utilized by 24 employees, he notes, "There were no financial surprises, and, in fact, the cost of the implementation has more than been offset by an increase in productivity...When we switched to SYSPRO, we were doing the same volume with 104 full time employees. Now, we're doing basically the same volume with half that number. We close on a Friday, and by the following Monday at 10 a.m., we're into the new month. Plus our receivables have been slashed to 21 days. In addition, the enhanced visibility provided by the new software has halved our audit bill."

The SYSPRO system has also helped Telemark become more lean by adjusting the inventory levels of blank forms. While the company used to 'guesstimate' stock levels, the new system gauges future orders and adjusts inventory levels accordingly. In fact, Telemark's inventory turns went from three to nine per year, a dramatic increase.

Most importantly, prior to system implementation, Telemark had been experiencing financial problems. "Now, we're profitable," says Thomasma. "The SYSPRO system helped us get there."



For more information on SYSPRO solutions:

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