



SOLUTION BRIEF

Customer Profile

MAAX Spas manufactures hot tubs under various brand names—Coleman Spas, Elite Spas, Savannah Spas, and California Cooperage. The company has multiple distribution channels—from big-box retailers such as Home Depot to over 400 dealers throughout North America and Europe from three manufacturing plants.

MAAX Spas is among the top three spa manufacturers and produces products under various brand names.

Business Situation

MAAX Spas needed to differentiate their company in a competitive industry with superior customer service while driving down their costs of manufacturing. They needed improved manufacturing and financial systems to easily integrate information from three separate manufacturing facilities located throughout North America. Microsoft Dynamics GP proved to be the right solution for the company's business issues.

MAAX Spas wanted a solution which would allow them to open up the visibility of the manufacturing systems to their dealers and internal personnel. They needed to integrate three manufacturing facilities while improving manufacturing, inventory and financial processes.

Solution

> Microsoft Dynamics GP:
Manufacturing, Field Service, Financials,
Supply Chain Management, Microsoft SQL
Server™

Benefits

Microsoft Business Solutions opens the visibility to factory operations, reduces data entry time, increases efficiencies and monitors inventory in real time.

Industry

Manufacturing

ePartners Success Story

What happened when MAAX Spas took the plunge with Microsoft Dynamics GP



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Integration Benefits the Entire Company

MAAX Spas' three manufacturing plants are spread out across North America and each utilized two or three independent, non-integrated systems. According to Bill Conati, manager of information systems for MAAX Spas, "The same information had to be entered into multiple systems and then rolled up into our corporate systems so that we could understand where we were going—it was very inefficient." While solving this integration issue, the company also needed to improve manufacturing and financial processes.

MAAX Spas teamed up with Microsoft Business Solutions reselling partner, ePartners, to find a solution for the company's business issues and decided on Microsoft Dynamics GP. "We chose [Microsoft Business Solutions] because it satisfied a lot of needs right away, without a lot of custom programming," Conati says. "It allows us to get up on line and to work with a system—and be more productive—much faster than we would with any other product."

Solution

Microsoft Business Solutions Manufacturing benefits MAAX Spas in several different ways. "Prior to [Microsoft Business Solutions], we had numerous problems in understanding where our products were on the line," Conati says. "Our dealers didn't know—we didn't even know. It was very difficult for us to understand that, without going out and manually trying to find where the products were on the manufacturing floor. Now, everyone has Web-based visibility to each spa produced. Besides viewing the status of manufacturing orders, our dealers can also pick up a pocket PC and look at available inventory as well as the status of open parts orders at any time."

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Improved Manufacturing Processes

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Readily Available Data

The available data benefits the entire company. "The software allows us to realize our potential because it enables us to get information out of the system when we need it," Conati says. "There are a lot of software packages out there, but the Dynamics GP technologies allow us to see everything we need to see and build tools around it to enhance the core product. That's where it really gets exciting, I think, because we're able to build business layers to give information to dealers that they didn't normally have and to be more competitive in our industry."

Decreased Time and Errors

MAAX Spas' new solution enables the company to save time and benefit from reduced data-entry errors. "Things like bill of materials, for example. In the past we had three different formats. Each of the divisions within the sector had its own way of doing things. Now we enter the information one time

and it's visible across the sector," says Ron Hill, vice president of operations for MAAX Spas, "Certainly it cuts down on entry errors. It cuts down on the time it takes to enter the materials. It can be reviewed by multiple people at the same time. Now, part numbers are the same across the sector. We all see the same part numbers which, again, drives that efficiency of knowing exactly what to look for."

Hill concludes, "One of the things we believe in here is having fun in our job. With the efficiency gains we've seen—faster throughput of the product, the improvement in the gross margins—these are the things that put a smile on our face and they're here now with Dynamics GP."

Return on Investment

Dynamics GP provides MAAX Spas with many benefits, including:

- **Increased Manufacturing Efficiency**—"In the Arizona facility, our efficiencies were in the 80 percent range and we are now approaching 100 percent efficiency in this facility. Our British Columbia operation is running very efficiently, pretty close to 100 percent and our Toronto operation is improving," says Hill.
- **Manufacturing Resource Planning Process**—"We've already developed business alerts that give us information that we didn't normally have—the ability to see exactly what's on the floor and to see how long it's been there," Conati says.
- **Inventory Tracking**—"We can manage the expectations of the end users, to say yes from the stock available, I can order that now, and be assured that it's going to be there for them," Conati says.
- **Room to Grow**—Conati concludes; "Now I have the ability to develop an information system based on Microsoft technologies that allows our company to grow, and provide excellent customer service to our dealer base."



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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