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Tom Carpenter, Chief Executive Officer, m2fx

CUSTOMER CASE STUDY

M2FX

HIGHLIGHTS	
Company	m2fx
Location	Framlingham, Suffolk, UK
Industry	Industrial Manufacturing
Products	Miniflex™ fibre optic cables and microducts
Solutions Utilised	QAD Cloud ERP



FIBRE OPTIC MANUFACTURER DOUBLES REVENUE IN 18 MONTHS WITH QAD CLOUD ERP

THE COMPANY: M2FX

m2fx is a British manufacturer of optical fiber protection systems with a patented grooved design and process. Best known for its Miniflex Protection Tube, Cable and Microduct products, m2fx specialises in cable/microduct routing products that are designed to protect fibre yet still be ultra flexible to enable fast and efficient installation in the field.

Founded in 1994, the rapidly growing company manages its complex make-to-order manufacturing process for delivery to an international customer base; the company has distributors in France, India, the Netherlands, South Africa, the United Kingdom and the United States. Recently, m2fx reached a major milestone, with its Miniflex product range successfully deployed in 25,000 fibre to the premises (FTTP) installations around the world, a testament to its continued leadership in a growing market.

THE CHALLENGE: OUTDATED FINANCIAL REPORTING IMPEDES PERFORMANCE

In order to meet its strategic goals for continued growth, great customer service and maximum profitability, m2fx recognized the need to augment its financial reporting system. Its existing solution no longer sufficed and was impeding its progress. Unlinked and out-of-date data slowed performance; customer requirement dates didn't match commitment dates; and shortages on the production line, excess

stock and a lack of clear metrics and estimated profit margins were among its key challenges.

“We had three key goals — growth, profitability and customer satisfaction,” says Tom Carpenter, Chief Executive Officer for m2fx. “The next two to three years were critical for us. It was vital that we focus our resources on our key goals and minimise any distracting effort or expenditure.”

THE SOLUTION: QAD CLOUD ERP PROVIDES FLEXIBLE FULL-STRENGTH ERP FUNCTIONALITY

m2fx defined its core requirements and began to investigate enterprise resource planning (ERP) solutions. To aid the decision-making process, it created a scorecard to rate the various solutions and ERP delivery models. First, m2fx wanted the solution to be highly flexible to support the company's aggressive growth without taxing its current budget and resources.

m2fx evaluated and scored several factors on a scale of one to ten including:

- Sales order processing
- Production and financial control
- Business management information
- Customer relationship management
- Implementation risk
- Engineering control
- Cost over three years

In essence, m2fx was in search of a simplified, rapid implementation; scalable solution; and turnkey management to support daily enterprise-wide operations.

QAD Cloud ERP, the web-based delivery of QAD Enterprise Applications, was chosen to reduce the total cost of ownership and simplify applications management. “QAD Cloud ERP stood out,” adds Carpenter. “It offers the robust features we need for financials, customer service, manufacturing, asset management, supply chain execution, service and support, analytics and interoperability.”

The company implemented QAD Cloud ERP with QAD Easy On Boarding, a scalable solution that offers pre-defined processes and predictable costs that significantly reduce implementation time. Once implemented, it took m2fx a weekend to transition to an ERP system. “The capability to scale and integrate modules on a grow-as-we-go basis is exceptional,” says Carpenter. “We initially set up with core functionality, including Financials, Manufacturing, Analytics and Supply Chain Execution and have gradually implemented additional functionality. QAD allows us to maintain, support and upgrade individual components of our QAD ERP application, while continuing to leverage our existing system.”

“QAD Cloud ERP mitigated many of the IT and financial risks associated with a new ERP implementation, as all of the software, systems and infrastructure are managed and administered by QAD in a secure, reliable and industry compliant data center,” says Carpenter. “QAD is a proven cloud ERP solution.”

THE BENEFITS: QAD DELIVERS GLOBAL CAPABILITIES WHILE OPTIMIZING BUSINESS PROCESSES AND TIME TO VALUE

QAD Cloud ERP supports every operation within m2fx. “With QAD, we’ve benefited from a level of ERP functionality typically enjoyed by much larger companies, yet it is affordable and adaptable enough to support m2fx as we continue to expand.”

With QAD Cloud ERP integrated globally across the functions of the company, m2fx has realized the following results:

- 95% or greater on-time delivery of customer orders
- Less frequent material shortages
- Easy access to key business metrics that are measured and monitored from within the application
- Real-time visibility of business data
- Proactive visibility into margin drivers
- Global visibility of stock and production plans

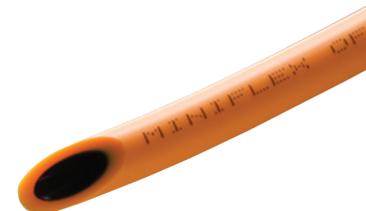
QAD Cloud ERP carries no overhead expense for m2fx in terms of server and support resources. With a service level agreement of 99.5 percent application system availability and 24x7x365 user and technical support, QAD Cloud ERP frees the m2fx IT team to focus on strategic initiatives for growth and customer satisfaction. This frees executives and decision makers to focus on the core business of manufacturing best-in-class fibre protection systems. The company leverages QAD’s powerful compliance capabilities to support ISO 9000 certification — a complex body of standards that help ensure m2fx solutions consistently meet customers’ requirements.

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Tom Carpenter, Chief Executive Officer, m2fx

“The merits of QAD Cloud ERP are clear: a low capital expenditure with predictable operational expenditures, no server expertise required in-house and an extremely reliable cloud connection,” says Carpenter. “Moreover, QAD Cloud ERP offers a responsive user experience, as fast as, if not faster than, if the application were on our own local servers. Yet it allows global access and cost-effective scalability. Now we can focus on running our business with real-time visibility into key metrics and performance indicators.

“With the support of QAD Enterprise Applications we utilise our ERP to support rapid growth — we doubled our business in 18 months. We benefit from powerful QAD solutions that have increased our visibility and allowed us to plan according to market requirements. With QAD Cloud ERP we have a complete ERP solution that allows us to forecast supply and demand — all in one flexible, highly extensible system. And we realise a strategic partner in QAD with whom we will continue to become an even more effective enterprise in years to come.”



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