

CASE STUDY

Newport Corporation

Challenge

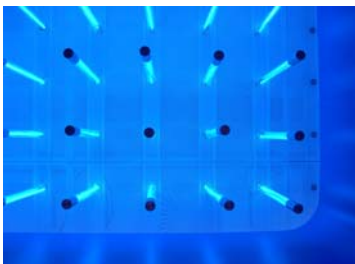
To monitor MAPICS-related activities more easily, and improve communication with suppliers and customers.

Solution

Newport implemented PRESENCE to monitor MAPICS activities, generate notifications & exception reports, and develop new, more efficient working processes.

Benefits

- > Reduced admin burden of finding data;
- > Automated communication processes;
- > Pinpointed exception information;
- > Monitoring scattered data;
- > Full MAPICS integration;
- > Improved customer relations and brand image.



Communicating Is The Key To Success

Newport Corporation is using PRESENCE to cut costs and improve communications, by taking data from MAPICS to create immediate email notifications for suppliers and customers – enhancing the brand image in the process.

Established in 1969, Newport Corporation has grown to become a leading global supplier of advanced technology products and systems to the semiconductor, communications, life science and research markets. From its headquarters in Irvine, California, Newport has acquired a number of businesses in the high-precision fields, and has worldwide annual sales of \$135 million.

To manage its diverse and complex operations, Newport uses the MAPICS manufacturing control system. MAPICS excels at process control, and for many businesses offers a great combination of production efficiency and process automation. However, MAPICS was not designed with either customer communication or business reporting in mind, both of which were key issues for the Newport team.

Twila Perhus, IT Business Manager, Newport Corporation, explains the situation: "We wanted to reduce the administrative burden of finding data within MAPICS. Our planning staff would individually work through purchase orders, checking on delivery dates and other data, and call or fax suppliers with updates. We needed to find a way to simplify or automate these kinds of processes."

Choosing PRESENCE to meet tactical needs

To meet this need, Newport Corporation selected PRESENCE.

PRESENCE automates tasks that formerly required manual intervention, and integrates with the MAPICS system. Twila Perhus explains: "In manufacturing, there are many areas in MAPICS where you might want to have notifications – for example, to notify a supplier on a particular purchase order when an activity that is related to their vendor ID occurs. Using PRESENCE, we set up a task that detects the activity, runs an SQL statement to query a file on the MAPICS system, collects the details and sends an email specific to each vendor involved. With PRESENCE, this all happens automatically."

"Before we implemented PRESENCE, suppliers would not know about changes until the planners had manually identified the relevant purchase orders and the vendors affected – and sent out an email to each. Now, Presence even includes a URL link that allows the supplier to see the details of the notification, saving both the supplier and Newport time and money."

PRESENCE

Codeless Development Platform

*"The easy way to develop flexible IT solutions
for your business ... without writing any code!"*

PRESENCE

PRESENCE is a codeless development and integration platform that enables an organization to better run, manage and optimize its business. A proven solution for organizations looking to integrate people, systems, data and business processes. PRESENCE allows companies to reduce complexity, improve efficiency and realize maximum value from existing IT assets, directly improving corporate responsiveness, efficiency, and competitiveness.

Our business integration platform is a single, unified, vendor-neutral application that employs a graphical environment to rapidly develop and deploy solutions with little or no programming.

Build composite applications, manage, integrate and automate business processes (BPM) and create Business Activity Monitoring (BAM) initiatives.

PRESENCE monitors a company's key business rules, integrating structured and unstructured data from diverse application databases – non-invasively. Then automatically notifies customers, vendors and employees by email or fax, automatically updates data between applications, updates websites, generates reports or documents, creates balanced scorecards, dashboards and more.

Choosing PRESENCE for strategic advantage

Pete Neely, IT Director, comments that PRESENCE has done more than simply automate manual processes: "PRESENCE turns the job of a MAPICS user from one of analyzing a lot of data, to one of exception management. You can set PRESENCE to alert you to exceptions rather than try to look at all the data and hunt out the exceptions yourself. That makes for much more efficient working practices."

Newport is also using PRESENCE to communicate with customers, providing automated email messages on shipment dates, for example. Internally, PRESENCE notifies staff if production dates are slipping, so action can be taken, and customers can be kept informed in advance if their delivery date changes.

Twila Perhus comments, "One of the primary reasons we chose Presence is that it is fully integrated with MAPICS. PRESENCE allows us to monitor MAPICS-related activities more easily. By sending automated email notifications to staff, suppliers and customers, we are communicating faster and more efficiently than ever before."

PRESENCE: "a great value proposition"

By combining the process control excellence of MAPICS with the notification and communication abilities of PRESENCE, Newport is taking advantage of improved business efficiency and outstanding information flow. Pete Neely says, "It's hard to put a dollar value on PRESENCE. For example, we are now able to proactively and automatically notify customers when their orders ship through PRESENCE – something we just couldn't do easily with MAPICS alone. In this way, PRESENCE supports our brand position in the marketplace by raising our level of customer service above that of our competitors."

Rather than replace existing systems, Newport has created a new business tool by investing in PRESENCE: "Selling PRESENCE to our executives was easy. We showed them the emailing capability we didn't have in MAPICS – proactively sending customer and supplier communications from MAPICS through PRESENCE. The price/performance offer makes PRESENCE a great value proposition," concludes Pete Neely.



Contact us today for more information
and a FREE 30-Day PRESENCE Trial ...

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