

Aquion Water Treatment Products



An enterprising company.

Aquion Water Treatment Products (AWTP, LLC), encompasses several strategic business units that serve the global water treatment industry. These businesses fall under two separate entities: RainSoft and ProSystems. RainSoft manufactures and markets exclusive residential products through over 140 independent RainSoft branded dealerships worldwide. ProSystems contains four separate business units: Erie (control valves), Select Series (pre-engineered residential systems), Private Label (customized systems), and Commercial & Industrial, which sell product directly to customers. Another division, Clearwater Tech., LLC, designs and manufactures complete ozone generation systems for commercial, residential, and industrial water treatment purposes. It sells exclusively through distributor and dealer accounts managed by in-house account executives and outside sales representatives.

Setting the strategy.

AWTP, LLC relies on a variety of different channels to distribute its products worldwide. The distribution network includes dealerships, original equipment manufacturers, and direct sales channels. Within this network are distributors of various sizes, from large corporations to smaller, privately-owned businesses. To make things more complex, each product line has its own distribution network.

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MATT HANCHER, DIRECTOR OF IT,
AQUION WATER TREATMENT PRODUCTS

Customer Profile

AWTP, LLC needed an economical and efficient way to track products through its multiple distribution channels. The company wanted full knowledge of the status of inventory including the exact location of product within the distribution network, what had been sold, what needed to be ordered, and when to replenish inventory at its dealers. This capability was essential to maintain and strengthen AWTP, LLC's distribution network and position the company for future growth.

Getting business specific.

AWTP, LLC purchased Infor™ ERP VISUAL to solve its distribution network challenges. The Infor solution incorporates front office, back office, engineering, manufacturing, distribution, and business performance capabilities. It enables manufacturers to increase productivity and deliver product on time.

Infor ERP VISUAL provides a serial tracking scheme that AWTP, LLC implemented globally. It allows the company to track more detailed information than it could previously, including data yield for internal sales and overall sales tracking.

The Infor application also captures customer data and enables product/customer tracking and reporting. The customer data assists AWTP, LLC with its relationship marketing program and can be used for follow-up communications with customers. The system also yields information that can point to cross-selling opportunities for other AWTP, LLC products.

Seeing results.

"Infor ERP VISUAL is everywhere in our business," says Peter Schaak, IT project manager for AWTP, LLC. "We have facilities scattered throughout North America and Europe. All facilities use Infor ERP VISUAL, which allows us to have these remotely located business units that are tightly linked by our distribution solution platform."

Since implementing the Infor solution, AWTP, LLC has been able to track inventory more efficiently and has bolstered the reliability of its global distribution network. "With Infor ERP VISUAL, we know exactly which piece was sent to each dealer," says Matt Hancher, director of IT for AWTP, LLC.

"Infor ERP VISUAL has built-in flexibility that enables each business unit to run independently, supporting the specific ways they run their business while maintaining a flow of information that benefits the entire organization," says Hancher. "Infor ERP VISUAL has allowed us to streamline manufacturing processes. As our dealer network grows, we know that Infor ERP VISUAL has the capacity, capability, and flexibility to support this growth."

"Our business continues to grow, and Infor has done a good job of growing their product to continue serving our company's changing needs," agrees Schaak. "Infor ERP VISUAL has proven to be a strategic advantage, allowing AWTP, LLC to manage and grow multiple business units."

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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