



At a Glance

Bruno Independent Living Aids, Inc.

Industry

Assisted Mobility

Headquarters

Oconomowoc, WI

Employees

300

Solution

Epicor Manufacturing

Business Challenge

An outdated legacy system challenging organizational workflows, manufacturing efficiency and financial accuracy

Solution

A comprehensive ERP solution providing on-demand capabilities and real-time visibility across previously disconnected departments supporting a global sales network

Business Benefits

- Increased financial accuracy and efficiency across sales and manufacturing operations
- Streamlined manufacturing process, reducing time from quote to production from eight hours to one hour, lead times to less than three days
- Enhanced internal controls on product configuration, sales quotes and forecasting

True independence often presents serious challenges to those living with limited mobility. Staircases or automobiles are too often an obstacle to navigate, rather than a simple aspect of everyday life. As a global manufacturer of accessibility products, Bruno Independent Living Aids enhances the lives of those challenged by limited mobility.

Bruno, a family owned business based in Oconomowoc, WI, was founded in 1984. Since then, the Company has grown into the leading global supplier of stairlifts, vertical platform lifts, turning automotive seating, as well as vehicle lifts for wheelchairs, power chairs and scooters. Their innovative mobility aids are available via a worldwide network of dealers and distributors, providing new avenues of independence for many around the world.

In recent years, Bruno has added an additional 100,000 square feet of manufacturing space to their Oconomowoc headquarters to better serve a growing market. In addition to manufacturing expansions, Bruno has continually implemented new, capable IT solutions to meet the demand of a growing, global business. These demands prompted Bruno to implement Epicor, moving from an outdated legacy system to a fully-functional enterprise resource planning (ERP) solution.

Replacing a Legacy

Before implementing the Epicor Manufacturing solution, Bruno had several integral computer systems, each operating independently of the other. "For about 15 years, we had a few disconnected programs; a basic manufacturing system, a contact management program and LiquidOffice for e-orders and quotes," explained Bob Herold, director of information technology for Bruno. "There was no visibility between departments; the front end didn't know what the back end was doing and vice-versa."

Since implementation, Bruno has upgraded to the latest Epicor release, leveraging Epicor *True SOA*[™], which exposes business logic as Web services that allow users to

build their own business rules, better manage business processes and access the system anywhere, anytime, and any way they want.

Bridging Gaps with Epicor Service Connect

The need for integration and automation is everywhere. From sales staff on the road, warehouse staff in the bays, engineers on the shop floor, to customers and suppliers in the value chain, connectivity is crucial. At Bruno, Herold understood the need to better integrate with partners, departments and other software in a seamless, controlled fashion.

"Epicor Service Connect really stood out during our ERP evaluation process," Herold explained, "We liked the idea of the end user being able to input data into the system and ensure that the business rules were applied."

As the central integration point for secure workflow orchestrations within Epicor applications as well as between Epicor and third-party applications, Service Connect extends visibility to the entire organization, partners, suppliers, and customers. At Bruno, Herold found several innovative and practical uses for the tool.

"Service Connect helped us import data from our legacy system. We were able to develop that capability in-house," Herold continued. "Our end users can also submit Microsoft Excel spreadsheets. Service Connect easily imports the data into our system. This avoids errors - we can just add comments rather than manually keying-in information."

Product Configuration

Despite standard product lines, Bruno and their dealers must adapt to constantly-changing product specifications due to differences in each hardware application. Epicor's product configurator helps Bruno meet these needs, providing a Web-based tool to more accurately take orders and deliver a mobility aid tailored to a specific person.

"The product configurator has been great in altering structures within the rule-set to our needs," says Herold "Model configuration used to be dependent on the person filling out our forms. The product configurator helps error-proof the quote taking process and allows us to make changes into an order very quickly with a valid configuration - check the order and make it right the first time."

Speeding Things Up

Since implementing Epicor, Bruno has experienced significant improvements in overall production time. "Epicor has greatly reduced the time from a quote being taken to shipping final product. Bruno already had an industry leading lead time and the addition of Epicor will help them maintain that position."

Accurate Quoting and Sales Support

Epicor has enhanced Bruno's ability to do much more comprehensive financial tracking. In addition to flexibility in product configuration, pricing is equally important to ensure operational accuracy. "Epicor has given us a great sense of pricing. Since adding specific pricing by part into the system, we're quoting at actual cost. Our old pricing schedules couldn't do that," Herold concluded.

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Bob Herold, director of I.T.

Bruno Independent Living Aids

About Epicor

Epicor is a leading provider of enterprise business software solutions to the midmarket and divisions of Global 1000 companies. Founded in 1984, Epicor serves over 20,000 customers in more than 140 countries, providing solutions in over 30 languages.



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