

CDI Customer Profile

Ti-Coating, Inc.
Utica, Michigan



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- Anna Witters, Vice President of Ti-Coating, Inc.

AT A GLANCE

Company

Ti-Coating, Inc.

Address

50500 Corporate Drive
Utica, Michigan 48315

Web Site

www.ticoating.com

Number of Employees

40

Products & Services

Coating equipment and services for the carbide cutting tool industry

Target Markets

Tool Manufacturers
Metal Forming industry
Metal Stamping industry

Applications Used

Microshop Edition of SAP Business One

Summary

Ti-Coating provides coating products and services to the cutting tool, metal forming, and metal stamping industries. As a privately-held company with competition from much larger firms, Ti-Coating relies on product innovation and customer service to maintain a competitive advantage. Ti-Coating is a long-time customer of CDI, having started with an entry-level version of MicroShop® in 1989. In 2006, Ti-Coating implemented MicroShop Edition of SAP® Business One to improve shop floor visibility, control project costs, and maintain its high standards of customer service.

TI-COATING, INC.

Long-time CDI Customer Migrates to MicroShop Edition of SAP Business One to Improve Visibility of Shop Floor Operations

Ti-Coating, Inc., of Utica Michigan, has been designing and building coating equipment and providing coating services for major carbide cutting tool manufacturers throughout the world since 1975.

As the only privately held coating operation in the United States, Ti-Coating is proud of its tradition of independence, innovation, and customer service. As the company’s business grew, it gradually began to offer its coating services to customers in industries beyond cutting tools, including the metal forming and stamping industries. In 1985, the company introduced a revolutionary cleaning process, known as Vapor Phase Fluoride Ion cleaning, that is used in the aerospace and land-based turbo engine industries.

Ti-Coating offers two distinct coating processes. Steel tools coated with Chemical Vapor Deposition (CVD) typically require a 5-7 day turnaround time, while tools treated with PVD are usually processed in 3-5 days.

To market and sell its products and services, Ti-Coating employs an in-house sales team and occasionally advertises new coating products in trade magazines, but it relies heavily on repeat business and referrals from existing customers. While Ti-Coating will often match its competitors’ pricing, it differentiates itself from the competition with a higher level of customer service.



It was Ti-Coating's commitment to product innovation and customer service that first led it to find a software solution that would help the company grow. In 1989, Ti-Coating implemented an effective entry-level version of MicroShop® from CDI. As Ti-Coating has grown and changed, so too have its software requirements. In 2006, Ti-Coating began the migration to CDI's flagship product, MicroShop Edition of SAP® Business One.

"With the MicroShop Edition of SAP Business One, we have the information we need to accurately track our costs for each project. We're excited about the possibilities of this new system."

- Anna Witters, Vice President, Ti-Coating, Inc.

"Ti-Coating provides both products and services," states Anna Witters, Vice President of Ti-Coating. "We were looking for a software solution that would accommodate both aspects of our business, and with the MicroShop Edition of SAP Business One, we've found a solution."

Improved Customer Service & Shop Floor Control

MicroShop Edition of SAP Business One gives Ti-Coating visibility to their customer orders and shop floor activities, which improves customer satisfaction and increases productivity. "MicroShop allows us to respond quickly to customer inquiries. It gives us a centralized location for all of our customer order information, so there's no searching through paperwork to find the information we need to satisfy our customers." Having the ability to respond quickly to customer inquiries is crucial for a company that relies on repeat business and customer referrals, as Ti-Coating does. "We don't use price as a market differentiator," Witters says. "Our service is what sets us apart from our competition."

Apart from the obvious customer service benefits of MicroShop, Ti-Coating is also excited about the improved shop floor control. MicroShop gives the management team at Ti-Coating the information they need to control costs and

make production decisions. "The coating process is resource intensive," states Anna Witters, Vice President of Ti-Coating. "We needed the shop floor control, barcoding capabilities, and workflow alerts that MicroShop offers"

With three shifts a day and overnight turnaround often required to maintain customer satisfaction, Ti-Coating needs a system that removes guesswork and uncertainty from its operations. MicroShop gives Ti-Coating real-time production monitoring tools, so the management team can react proactively to issues that arise on the shop floor. The management team at Ti-Coating is excited about MicroShop's automatic alert capabilities, which can be sent to supervisors to warn them about excessive labor costs on job operations and other issues that may affect the costs and delivery schedules of orders. With the alert capability, managers can react immediately to problems on the shop floor, ensuring the customer satisfaction so critical to Ti-Coating's continuing success.

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Ongoing Support from CDI

Ti-Coating has been a CDI customer since 1989. In the time since then, both Ti-Coating and CDI have grown, but the relationship between the two companies has remained strong. "CDI is a very good company to work with," says Witters. "They are always responsive to our needs and they are staffed appropriately. They've always taken care of us."

For the migration to MicroShop Edition of SAP Business One, Witters has been impressed with the commitment the CDI implementation team has shown to the project. "I can reach the CDI implementation leader at any time. They take our implementation as seriously as we do."



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