



Profile: TOYO INK

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TOYO INK, based in Tokyo with North American headquarters in Englewood Cliffs, NJ, supplies a large variety of ink products predominately to printing presses. The company's four US plants distribute ink products throughout North, South and Central America. Toyo's ink products include sheet-fed offset inks for catalogs, posters, and high-quality art printing; Web offset inks with low-temperature drying characteristics suitable for high-speed printing; and special gravure inks. Beyond supplying ink, Toyo assists companies in becoming total printing systems by providing printing materials and peripheral equipment.

Exact e-Synergy and Event Manager creates affordable and customizable sales resource.

As an organization providing products and services across three continents, TOYO INK Americas' salespeople were being pulled in many different directions at the same time. They needed information on customer account balances, customer orders and status of customers with credit holds.

As such, Toyo's sales staff relied on their IT department and manager David Roberts, to access and deliver information needed to make intelligent business decisions. Not only was this a slow and ineffective way to get this information, it also often took Roberts away from many of the IT projects on his plate.

Toyo Americas had been using Exact's Macola Progression Series, a mid-market ERP solution, in the early 90s to manage their back office needs until its corporate holding company decided to implement a massive ERP application from Ross Systems. After the implementation, Toyo Americas decided to pull the plug on the project, due to problems with the software. Although Toyo began evaluating other systems, the company ultimately chose Exact Macola ES, based on their positive experience with Exact and the product the first time around.

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Business Issue

A mid-market ink supplies and equipment distributor initially needed to provide their entire sales staff with a window into all of their pertinent account relations information.

Impact

Once the company had the view into the account relations information in place, management realized that it was more effective for their organization that data was sent proactively to their sales staff.

Solution

Exact Macola® ES, Exact e-Synergy® and Event Manager provide Toyo with a fully integrated system from top to bottom, allowing sales and production to link to all of their relevant business information.

Results

- Integration of Exact e-Synergy and Event Manager, Toyo sales staff receives an automatic notification anytime their customers status changes in Toyo's account system providing a higher level of accountability.
- Notification when a customer account is overdue by 30, 60 or 90 days allowing for appropriate action to be taken by the sales person.
- Ability for production and inventory departments to track sales and stock information to manage forecasts of future orders.
- Over 100 hours a month of IT staff are saved because information is pushed to the proper individuals without human intervention.



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Now that their back office was being managed more efficiently with Macola ES, they looked to do the same with their front office data as well. As they began to evaluate different solutions, they realized that e-Synergy, Exact's Web-based business management solution, was so affordable and customizable, it made no sense to look elsewhere. "We were able to centralize every aspect of our business around our customers and prospects," said Roberts.

Having implemented robust back-office and front-office solutions, Toyo realized that there was a great deal of information being captured in those applications that needed "watching over". In particular, Toyo was concerned with the quick identification of—and response to—the "exceptions" in their normal business processing.

Additionally, Toyo realized that with the exceedingly fast pace of their sales environment, their own salespeople did not have time or resources to track down all of the information they needed in order to make the most intelligent business decisions. And so, David Roberts was tasked with finding the final component in the solution to Toyo's data management needs.

David decided to attend an e-Synergy roundtable in 2005 with the hope that he would learn about a solution that would allow him to automatically push critical customer information to his sales staff. Another IT manager at this meeting confirmed that pushing critical data to his users was "the best thing he had done for his business."

It was at that moment, one of the speakers introduced Exact's Event Manager, a Business Activity Monitoring product. David knew that this was exactly what he was looking for: "I was floored by what Event Manager could do and I immediately contacted my Exact channel partner, The Donas Group," said Roberts.

Upon seeing Exact Event Manager for the first time, David realized that it could transform the way his sales force approached data. Rather than chasing after data, Toyo's sales reps would have important information automatically pushed to them. They could define precisely what thresholds, condition or

exceptions triggered the delivery of meaningful, pertinent data. Today at TOYO INK, a change in a customer's status in e-Synergy automatically triggers Event Manager to notify the relevant salespeople via email. And "account Relations" details, which sales representatives had previously been requesting manually from their IT staff, are now automatically emailed every week. Within six months of the implementation, the Event Manager has sent over 20,000 information-packed emails.

Because Event Manager is automatically feeding Toyo's sales staff with real-time information from e-Synergy, individual sales reps no longer request information from David. This has relieved a tremendous burden on the company's resource-strapped IT department. In fact, not having to run reports for the sales staff is saving "hundreds of hours a month," according to David.

At the same time, the combination of e-Synergy and Event Manager has made Toyo's sales staff more savvy about client accounts since they always have the necessary information at their fingertips. For example, the Event Manager e-mails salespeople when an account balance is 30, 60, and 90 days past due. The email includes details of the invoice and of the customer necessary for follow-up. David reports that "Because of the amount of money it costs to borrow while an account is past due, the quicker cash receipt turn-around has saved TOYO INK \$10,000-\$12,000 a month."

In the future, Toyo plans to leverage e-Synergy's partner and customer portals, so that its distributors and large customers can access information and place orders online. That process, combined with Event Manager's assurance of keeping everyone informed and up-to-date, ensures that TOYO INK, its partners, distributors, and customers, will all be making the best and most timely business decisions.

For more information about Exact Software™, please contact your local Exact Software account representative or certified Exact business partner today or visit www.exactamerica.com.