

Epicor Data Analytics Works for Entire Team at L.B. White



Company Facts

Overview

- ▶ Location—Onalaska, Wisconsin
- ▶ Industry—Agriculture, Construction, and Rental
- ▶ Website—www.lbwhite.com

Success Highlights

Challenges

- ▶ Reporting system was difficult to use, and data was hard to read
- ▶ Software required users to have more advanced computer skills

Solution

- ▶ Epicor® ERP
- ▶ Epicor Data Analytics (EDA) powered by Phocas

Benefits

- ▶ Tightly integrated EDA simplified the deployment process
- ▶ Out-of-the-box templates made it easy for sales and inventory teams to get started
- ▶ Eliminated IT bottlenecks and need for VPN access when outside the office
- ▶ Allowed users to access EDA whenever and wherever they need it
- ▶ Data constantly updated to provide users with the most current information



Founded in 1952, L.B. White has grown to become one of the world's leading manufacturers of direct-fired heaters for the agricultural, construction, and rental industries. Approximately 50 employees support the production and global distribution of more than 50,000 SKUs from the company's headquarters in Onalaska, Wisconsin.

Before any L.B. White heater is sent to the customer, it is test fired to make sure it meets or exceeds domestic and international certification standards. It is this attention to quality and commitment to detail that has helped the company meet customer needs across multiple industries and in more than 30 countries around the world.

Overcoming a challenging reporting system

As a growing small to mid-sized business with limited resources, data has always been critical to the company's decision-making process. They managed operations with the Epicor ERP 10 system, but the add-on software for data analysis and reporting was causing some challenges.

"We had a solution that—on a nightly basis—consolidated the data and distributed reports via email, but it was difficult to use, and the data was stagnant and not visual," said Paul Osborne, manufacturing systems analyst for L.B. White. "The software also had to be installed on computers, training was ineffective, and people had to be relatively strong computer users to understand the product."

Fully featured, user-friendly BI software

Near the time the current reporting system was coming up for renewal, Osborne received information from Epicor about Epicor Data Analytics (EDA) powered by Phocas. He ordered a proof of concept, and within two days, he knew it was the right solution for L.B. White.

“EDA is so flexible and easy to use that it works for everyone on our team. We’ve kept the information fresh by continually adding data to EDA, so our users can access and analyze the most current information and find answers to their questions. Our users love EDA.”

Paul Osborne, Manufacturing Systems Analyst | L.B. White

“Seeing the system in action and how easy it is to use made the decision an easy one,” said Osborne.

Implementation went smoothly, unlike Osborne’s BI installation experience with a previous employer—which turned into a two-year project with special consultants on site.

“It was a custom-built SQL database around QlikView® that never really got off the ground because people simply did not have the time to invest,” said Osborne. “This was much easier, because Epicor E10 and EDA are so tightly integrated.”

The company needed a solution that was simple for all end users, could connect with various data sources, and was accessible without a VPN back to the corporate network. EDA brought these features

and more—including out-of-the-box templates for sales and inventory that Osborne’s team easily customized to review the data how they wanted.

“Epicor helped us the first time with setting up our databases, but after their initial support, we’ve managed EDA on our own,” he added. “The system is extremely easy to use, the data refreshes several times a day, and because it’s in the cloud, we can access the data from wherever and whenever we need to.”

A BI system for everyone

Currently, L.B. White’s sales team is using EDA to monitor trends and review customer data so they can identify new sales opportunities and continue to deliver stellar customer service. Marketing is using EDA to develop campaigns and promote products, while the executives have their own dashboards that can be customized to provide snapshots of

business performance. EDA’s flexibility allows both the “old school” and “new school” executives to use data how they want—from reading charts and graphs, to deep dives into the numbers to view underlying business transactions.

EDA has also removed IT as the reporting bottleneck, while sales representatives working late at night or on the road no longer have trouble connecting to EDA.

“Sometimes when it comes to data and reporting, what people think they want and what they need are two different things,” said Osborne. “EDA is so flexible and easy to use that it works for everyone on our team. We’ve kept the information fresh by continually adding data to EDA, so our users can access and analyze the most current information and find answers to their questions. Our users love EDA.”

About Encompass

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