

Case Study: GIW Industries



How we transformed their business:

- ***Delivery predictability improved dramatically while cycle times shrunk.***
- ***Increased customer satisfaction led to additional demand.***
- ***Added capacity enabled them to pursue new market opportunities and grow revenue.***

Challenge: Increase performance

GIW implemented Synchrono Adaptive Manufacturing software (now called SyncManufacturing) in their facility in mid-2004. GIW's main demand was based on manufacturing slurry pumps for dredging work. At the time of implementation, on-time performance was 45%, cycle times were 18 to 20 weeks, and inventory turns were 4.5.

To ensure that customer promise dates are met, GIW utilizes Synchrono Adaptive Manufacturing to optimize product flow and assist in controlling cycle times and delivery performance. The system integrates pattern information, flask, combination equipment, engineering revisions and capacity to produce a schedule that is predictable and reliable.

Strong results from Synchrono created additional business opportunities

With the use of Synchrono Adaptive Manufacturing, GIW's delivery predictability improved dramatically and cycle times shrunk. The increased customer satisfaction led to additional demand and the ability to utilize capacity to pursue other market opportunities. One of the markets that exhibited significant potential was making pumps for the oil sands in Canada. With the ability to service their existing customers to a high level of satisfaction, the sales team aggressively focused on the oil sands market.

Synchrono was used to analyze the impact of this new market pursuit. This new market demanded products that shifted constraints within the factory. GIW used Synchrono to

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**GIW doubled revenue
within 2.5 years**

Dramatic results continued...

load 3 years of forecasts to determine the impact on capacity. With this analysis, they were able to determine how the constraints would shift and what additional capital equipment was necessary to support this forecast. GIW concluded that very limited labor would need to be added to support the identified growth (even with a 100% increase in revenue). Armed with this information, GIW presented the long-term forecast, impact on revenue and market growth, impact on profitability, and necessary capital equipment to support this growth to KSB, GIW's parent company. This analysis was met with approval to add capital equipment to support the forecasted growth.

Growth enabled by predictability and visibility provided by Synchrono

GIW has doubled in revenue in the 2 ½ years they have been using Synchrono Adaptive Manufacturing software. This growth would not have been possible without the predictability and visibility that Synchrono provided – visibility to dynamically execute and delivery quality products on-time to their customers as well as visibility of the long-term impact on adding products and pursuing additional markets. Because GIW was able to determine the impact of growth before expansion occurred, customer delivery performance did not suffer during a period of dramatic growth.