

GIW Industries



Challenge: Increase performance

GIW Industries Inc., a KSB Company, is the leader in the design, manufacture and application of heavy-duty centrifugal slurry pumps. Prior to Synchrono®, their performance metrics consisted of a 45% on-time performance rate, cycle times of 18 to 20 weeks, and inventory turns at 4.5.

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

To ensure customer promise dates were met, GIW implemented SyncManufacturing* software 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 SyncManufacturing software created additional business opportunities

With the use of Synchrono SyncManufacturing software, 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.

SyncManufacturing software was used to analyze the impact of this new market pursuit. This new market demanded products that shifted



GIW doubled revenue within 2.5 years



constraints within the factory. GIW used SyncManufacturing to load 3 years of forecasts to determine the impact on capacity. With this analysis, they could determine how the constraints would shift and what additional capital equipment was necessary to support the 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 SyncManufacturing software

GIW has doubled in revenue in the 2½ years they have been using Synchrono SyncManufacturing software. This growth would not have been possible without the predictability and visibility the software provided – visibility to dynamically execute and deliver 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 could determine the impact of growth before expansion occurred, customer delivery performance did not suffer during a period of dramatic growth.

All Synchrono® brand and product names are trademarks or registered trademarks of Synchrono LLC. All other brands and product names are trademarks or registered trademarks of their respective holders.