

Infor Manufacturing Essentials Addresses Marine Manufacturer's Business Issues



customer success story
discrete manufacturing

➔ “All the information is processed the same way and is available for everyone based on access levels and financial reporting is consistently the same from one site to the next.”

John Kasinski
Vice President of Finance

The Company

The Viking Yacht Company is a \$275-million family-owned business that builds more than 100 sport fishing yachts a year in a high-technology, 550,000-square-foot manufacturing facility in New Gretna, N.J. Except for engines and appliances, virtually every part of the yachts, which range from 45 to 74 feet, is designed and manufactured on site by Viking Yacht. The company is highly focused on quality control and detail. Each yacht is thoroughly inspected by factory-trained personnel during construction to help ensure reliability, safety and longevity. Viking Yacht formed a strategic alliance with Princess Yachts International of Plymouth, England in 1995, creating Viking Sport Cruisers. Viking Sport Cruisers distributes English built cruising yachts ranging in size from 50 to 95 feet. Subsequently, Viking Sport Cruisers also formed a joint venture with an Italian builder, Sanlorenzo, and began offering Mega-Yachts, which exceeded 100 feet in length.

In 2001, Viking Yacht purchased a marina in Riviera Beach, Fla., and invested \$10 million in upgrades to make it a state-of-the-art service facility and a full-service boatyard solely for the use of Viking owners.

The Situation

With an increased emphasis on service, Viking Yacht needed an enterprise resource planning system that would better support its service system. Throughout the organization were scattered “islands” of information, and data was processed in different manners in various parts of the company. Viking Yacht lacked the automated tools required to detect repair trends and feed that information back to the design and production processes. Moreover, it needed other technology-based processes to improve the efficiency of its service operations and technicians. Additionally, Viking Yacht had very limited quantifiable data available to help reduce warranty repair problems and costs.

The Solution

Viking Yacht partnered with Infor in 2001 to implement Infor ERP SyteLine 5.0 technology, part of Infor's Manufacturing Essentials suite of solutions for discrete manufacturers, and integrated it with FS-Plus, a service-management application from Infor solution partner Single Source Systems. SyteLine automated many processes, ranging from product configuration and inventory control to production procurement and financial management, while it provided data to FS-Plus to organize service history, service scheduling and service execution in New Jersey and Florida.

The new integrated solution creates a service repair order (SRO) with detailed, bar-coded operations, for every yacht entering the facility. Technicians used bar-coded employee badges and bar-code wands to record the labor involved in each operation automatically. The system also tracked the skills and schedules of each technician and scheduled them for service jobs while simultaneously maintaining an exact “as-serviced” record for each yacht.

The company is in the process of upgrading to Infor ERP SyteLine 7 to take advantage of the latest technologies and functionality.



focus on essentials



focus on essentials



“Infor’s SyteLine has worked tremendously here and we are very happy with our decision.”

John Kasinski
Vice President of Finance

Real Results

By employing Infor technology, Viking Yacht has eliminated disparate collections of data and nonstandard processes. Everyone throughout Viking’s 15 business units now uses SyteLine in all functional areas.

“All the information is processed the same way and is available for everyone based on access levels,” says John Kasinski, vice president of finance for Viking Yacht, “and financial reporting is consistently the same from one site to the next.”

Costing is more accurate now that managers can review real-time costs for any boat in the manufacturing process or in the field, improving decision-making. Kasinski recounts, for example, “Once we were able to accurately capture costs through SyteLine, we were disappointed in the low margins on our 43-foot product line. We discontinued that product line and replaced it with a newly-designed 45-footer that became more profitable and is still in production today.”

Surveys of customers show that their satisfaction has soared, while warranty costs have dropped 35 percent. Viking now can capture every repair and incident by type to determine recurring issues by cost and frequency, enabling it quickly to find root causes and handle repairs.

With these cost reductions and time savings, Viking no longer has difficulty squeezing in warranty work, allowing it to increase billable repairs, which previously accounted for just five percent of the work at its Florida facility. Today, customer-paid work is up to 55 percent and warranty repairs have tumbled to just 45 percent.

The Viking Yacht Company has gained real results from its reliance on Infor solutions:

- Standardized processes and consistent financial reporting across the enterprise that save time and improve accuracy.
- Work order standardization decreased the time supervisors spent chasing paper and following up on questions by about 40 percent.
- Real-time capture of costs that guide the elimination of low profit margin lines and the development of more profitable products.
- Reduction in warranty costs of 35 percent.
- Increase in the proportion of billable repair work to 55 percent from the previous five percent from the sharp reduction in warranty work.
- A return on investment of less than one year because of reduced warranty, production and administrative costs, coupled with higher customer satisfaction and improved decision making.

“Infor’s SyteLine has worked tremendously here,” Kasinski affirms, “and we are very happy with our decision.”



13560 Morris Rd.
Suite 4100
Alpharetta, GA 30004
1.866.244.5479

www.infor.com

Copyright © 2001-2006 Infor Global Solutions and/or its affiliates or licensors. All rights reserved. The Infor word and design marks are trademarks and/or registered trademarks of Infor Global Solutions or one of its affiliates. All rights reserved. All other trademarks listed herein are the property of their respective owners.

DG_SL_CS_VIKING_706