



AND



**Company:** Paul MacHenry & Company – Chris MacHenry Procurement Manager

**Profile:** Paul MacHenry & Co. is one of the largest Motorcraft distributors in the country; providing original equipment parts to all Ford and Lincoln Mercury Dealers. MacHenry has also expanded to become a distributor of AC Delco parts to the General Motors dealerships. MacHenry currently has 3 distribution centers.

**Business Problems:** MacHenry is driven by customer satisfaction. Their customers demand high service levels and no excuses. In 2004 they decided they needed to replace their base ERP system and find a better way to keep their loyal customers. Their current process for ordering was cumbersome. RockySoft was implemented in tandem with Great Plains to provide the automation to allow MacHenry to keep a high service level, while dealing with more and more part numbers.

**The Approach:** RockySoft went live in January 2005; they implemented Demand Manager, Requirements Planner, and Exception Signals. The first week RockySoft was active, 2,000 line item orders were transmitted directly to Ford with a click of a button. Since that time MacHenry and RockySoft have been fine tuning the service levels, lead times, and business processes.

**Competitive Advantage Created by RockySoft's Solutions:** The exception based automation provided by RockySoft has:

- Increased service levels from 90% to 99.5%
- Reduced the Class A and Class B inventory by 30%
- Reduced weekly purchasing time by 60%
- Allowed MacHenry to grow without hiring any new buyers.

**Future:** RockySoft continues to be an active business partner in enhancing our customer communication and driving best practices of inventory management.