

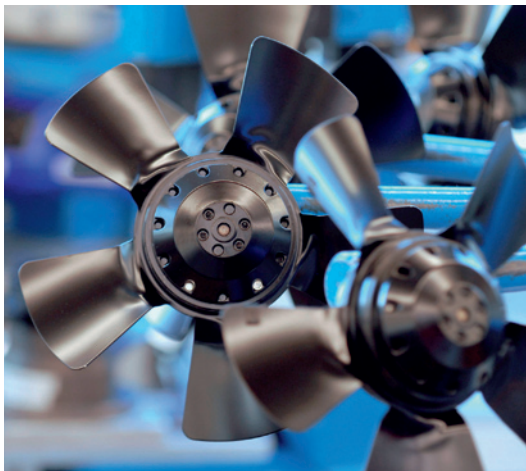
EBM-Papst Enhances Competitive Ability With Exact

Driven by continual growth, the need for EBM-Papst Ventilator (Shanghai) to develop effective communications channels between its finance, manufacturing and sales departments was increasing. Implementing Exact's ERP system Exact Globe allowed the Chinese electromotor and fan producer to enhance the sales and service business between EBM China and EBM-Papst Globe, enhancing the company's overall competitive ability.

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Founded in 1963, EBM Co., Ltd., headquartered in Baden-Württemberg, South of Germany, has long dedicated its business to manufacturing electromotors and fans. During the 1990s Papst and MVL were purchased to expand the group company, and today the EBM-Papst group is the lead supplier of electromotors and fans, with more than 40 subsidiary companies and sales branches worldwide and nearly 10,000 employees. EBM-Papst Ventilator (Shanghai) Co., Ltd., founded in 1996, is the first subsidiary company in China. In order to concentrate more on production, EBM-Papst Electrics (Shanghai) Co., Ltd. was established at the end of 2000, followed by the creation of EBM-Papst Motor (Shanghai) Co., Ltd. in 2005.

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BUSINESS NEEDS

- Streamlined communications between finance, manufacturing and sales departments
- Integration of workflow and implementation of management system to facilitate real-time information sharing
- Enhanced sales and service business between subsidiaries

SOLUTION

- Implementation of Exact Globe, including finance, distribution, manufacturing, analytical accounting and CRM modules
- Exact Globe-facilitated integration of information from different divisions, departments, suppliers, customers and resellers

BENEFITS

- Improved business management and reduced workload
- Stock status transparency, effective management of manufacturing planning, cost control and increased reporting system efficiency
- Management of information from sales channels, marketing and customers
- Fostered sales and service business between EBM China and EBM-Papst Globe
- Enhanced overall competitive capability

“Exact software provides an optional serial module that can be implemented on demand. It allows us to enhance our business management and to significantly reduce daily workloads.”

Michael Xiao, CFO
EBM-Papst Ventilator (Shanghai) Co., Ltd.

FOLLOWING A SUCCESSFUL EXAMPLE

EBM-Papst Ventilator (Shanghai) Co., Ltd. reports impressive sales figures in China and Asia, and they continue to grow rapidly. “What we needed were smooth communication channels between our finance, manufacturing and sales departments, with information to be shared in real-time”, explains Michael Xiao, CFO of EBM-Papst Ventilator (Shanghai) Co., Ltd. In 2000 the headquarters of the EBM-Papst group successfully implemented Exact Software’s logistics and manufacturing module for its finance department. “The ERP project in China was the logical outcome of successful implementation at our headquarters and employing the E-business workflow within the company”, says Xiao.

DECIDING FOR EXACT GLOBE

“The competitive enhancement provided by the new software, resulting from improving information management, was a crucial aspect in the software evaluation process”, says Xiao, “just like the ability to retrieve data easily and to provide results on our company website”. After carefully considering existing management software compatibility, system standardization, implementation process flexibility and the future growth capability of the company, EBM-Papst Ventilator (Shanghai) Co., Ltd. chose Exact’s ERP software Exact Globe because of its ability to integrate information from different divisions, departments, suppliers, customers and resellers while also facilitating planning, control and analysis. Xiao continues, “What we really appreciate about Exact software is that it allows individual adaptation to respective needs.

For example, when we perform customized configurations in our manufacturing model we can specifically target our company requirements. Also, Exact software provides a serial module that can be selected and implemented on demand, allowing us to enhance management of our business and to significantly reduce daily workloads.”

ENHANCED OVERALL COMPETITIVE ABILITY

EBM-Papst Ventilator (Shanghai) uses the consistent data platform to integrate different departments and subsidiaries to maximize benefits from transparent stock status, effectively manage manufacturing planning, control costs and provide an efficient reporting system. “The benefits of the new solution are many”, says Xiao. “We use it not only for planning and controlling finance, purchase, sales, inventory, manufacturing, HRM, MRP and project management, but also for the management of information from sales channels, marketing and customer requirements. For example, we synchronized our global planning to confirm we are shipping on schedule. This allows us to immediately analyze information and take quick action, a necessity for surviving in an increasingly competitive market. The use of the Internet adds an additional level of quality: Both customers and resellers have access to the online forum, and finance consolidation and knowledge management also can be accomplished via the Internet. Since implementing the ERP system we have not only improved our overall business management, but also fostered the sales and service business between EBM China and EBM-Papst Globe, enhancing the competitive ability of the company.”