



Pronto Helps Major Malaysian Corporation Modernise Operations While Cutting Costs



With sales in excess of RM 50 million, Betamek Electronics is one of the biggest producers of high - end car audio systems, clocks and recently produced four new range of products the Air cleaner, power window switch, outer mirror switch and handsfree integrated with audio system in Malaysia, supplying both the home and export markets. Betamek was formed in 1989 and only began pioneering in the manufacture of car audio systems in 1990 after being granted a manufacturing licence by the government. By 1993, more than 60% of the company's products were exported to countries such as Singapore, Taiwan and Japan, even Germany, United Kingdom, Spain and more. Their current clientele includes Edaran Tan Chong Motors, Perodua, Proton Edar, MBF Peugeot and KIA Motor. It is headquartered in Rawang and have 200 employee. Quality and customer satisfaction are of major importance to Betamek, which obtained MS ISO 9002 in 1996 and upgraded to MS ISO 1991 certification on November 2002. Plans to capture bigger portion of the foreign market have been initialised, particularly the ASEAN member countries. Betamek does this by introducing high quality products at competitive prices and following up with excellent after - sales service.

The Challenge. Plans to capture bigger portion of the foreign market have been initialised, particularly the ASEAN member countries. Betamek does this by introducing high quality products at competitive prices, following up with excellent after - sales service and by embarking on the computerisation project in order to keeping abreast with the times and true its commitment to deliver innovative products and technology to its customers, Betamek implemented PRONTO solution in 1996 to help streamline and integrate their core business processes in the areas of sales, distribution, finance and manufacturing.

The Selection Process. Betamek formed a project team of key staff from financial and production. PRONTO was chosen from a short list of leading software products than available on the Malaysian market. Price and functionality played an important role in selection. Additional key factors were references from other Malaysian customers successfully using PRONTO. Among other reasons were: speed of implementation, open architecture, cost of ownership and ease of implementation. "PRONTO is so easy to administer that it can be supported by one person who doesn't have to be dedicated to the IT support role," says Lin Shih Hsien, Managing Director of Betamek. PRONTO was implemented at Betamek in a record time of for all modules.



Implementation. Beginning in July 1996, solutions for the first phase, financials and distribution and were implemented. According to Mr Lin, "The implementation went very smoothly. Projects like these can take up to a 18 months. We were ready after eight months, on time and to budget. The support from SL Information has been very good." SL Information implementation strategy consisted of training sessions, supported by workshops. Weekly

feedback meant that issues could be tackled and solved very quickly. In typical SL fashion, knowledge transfer, more than mere implementation, was the ultimate goal. The second phase, including solutions for manufacturing, and decision support, which was completed by December 1997.

The Results. PRONTO has dramatically improved productivity and garnered substantial savings since being implemented. Management found that Betamek is better able to fulfil customer demand by significantly improving its on-time percent, while at the same time more control over inventory levels. One of the first benefits Betamek realized was instant access to critical data across the entire enterprise. Other key benefits are improved customer service, better forecasting for future production requirements and improved cash flow management.

With the availability of accurate and timely information, which translates into more efficient operations and higher customer service levels, Betamek will have a leading edge in the automotive suppliers industry. Information on day-to-day operations also translates into better management control of costs and added control to prevent losses. [Contact SL Info](#)

