

Malaysia's largest aluminium extrusion products manufacturer looks to Pronto Software for a system that gives them the competitive edge they need.

LB Aluminium Berhad (LBA) was incorporated in 1985 and has now become one of the largest manufacturers of aluminium extrusion products in South-East Asia. LBA's facilities, located on a 14-acre site, include six extrusion presses with a production capacity of 20,400 metric tonnes annually.

The company also boasts significant capabilities in powder coating, automated anodising, and die-mould manufacture and design.

The Competitive Edge

As the company continually positioned itself for further growth and global expansion, it has always recognised that maintaining a competitive edge over competitors is paramount. In a commodity-based industry such as LDA's, margins are typically extremely narrow so the availability of up-to-date business information to satisfy client demands and to achieve high levels of efficiency are absolutely vital.

Before adopting PRONTO, the company had been using a selection of disparate packages, each with narrow functionality. Attempts to collect information from a number of separate data areas, and efforts to have information from one package carry over to another, were found to be difficult, expensive and prone to error.



LB ALUMINIUM BERHAD



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(1985-1)

- ◆ Largest manufacturer of aluminium extrusion products in Malaysia
- ◆ Established in 1985
- ◆ Exporting to Sri Lanka, Mauritius, Singapore, United Kingdom, Australia, Hong Kong, New Zealand, Pakistan, Philippines, USA and Canada

Having evaluated ERP application packages from a number of leading vendors, Mr. Tong Shew Long, IT Manager for LBA selected the PRONTO Enterprise Management System. "PRONTO stood out from the competition because of its broad scope of functionality specific to our industry and the ability to fully integrate our manufacturing, distribution and financial processes", he said.

LBA also took the opportunity to make changes to their Operating System and Hardware configuration. "We also decided to source a more economical UNIX based system for PRONTO to run on," explained Mr Tong. "Also we finally settled on PRONTO running on IBM pSeries/RS6000 hardware: after making visits to some of its sites in the country we discovered that it suits our business operations well."

The sincerity, commitment, knowledge, and technical expertise demonstrated by Pronto Software's implementation partners in Malaysia – SL Information System – also played an integral role in LBA's decision making process. "We have the confidence in partnering with a technology leader that we can rely on to provide us with total support and commitment," said Mr Tong.

Immediate, Measurable Results

With the implementation of the PRONTO Financials and Distribution modules, LBA began to experience its benefits almost immediately. Business processes have become more efficient and easier to track. PRONTO has also assisted

LBA in maintaining its competitive edge in customer service through providing quick and accurate business information.

The organisation also has much greater transparency of the information required for business decision-making. Better and more timely information has directly resulted in reduced lead times, optimisation of inventory holdings, improvements in production and an overall reduction in costs.

Partnering for Success

Mr. Tong also described LBA's partnership with SL Information as a catalyst in enabling the organisation to achieve its global vision. "The implementation of the PRONTO solution complements our vision of becoming a world class manufacturer of quality aluminium extrusion products, as we adopt a philosophy of continuous improvement and innovation," he concluded.

The second phase of the implementation, which includes the manufacturing module, is currently in progress. The e-business features of the PRONTO solution will also form an integral part of LBA's e-business strategy in the near future.

KEY BENEFITS

- ◆ Total integration between business functions
- ◆ Greater efficiencies in business processes
- ◆ Transparency throughout the organisation
- ◆ Timely information for agile business decisions
- ◆ Experienced and capable implementation team



Pronto® Software is a global provider of fully integrated Enterprise Management Systems. With more than 28 years experience, Pronto Software enables over 1200 businesses to maximise productivity, streamline their supply chain and deliver superior customer service.

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