

CUSTOMER PROFILE

LAWSON AT RUBBER LEISURE PRODUCTS



Rubber Leisure Products Aims for Global Growth Using High Technology

As the company positioned themselves for further growth and global expansion, Rubber Leisure Products (Rubber Leisure) was faced with mounting pressures and challenges. One of the key challenges was to maintain an edge in customer service by providing quick and accurate business information. This is in addition to meeting the stringent demands of their customers especially in terms of the design and quality of their products.

Working with an outdated IT infrastructure, Rubber Leisure was weighed down with problems such as obsolete and excess end-of-season stock, predominantly due to short lead delivery times and customization requirements. Additionally, due to the occasional turnover of key personnel managing the information database, there were disruptions to the smooth flow of operations which often meant that vital information was not readily accessible or available as and when required.

Rubber Leisure Builds a Solid Future with Lawson

Faced with the challenges in their outdated IT infrastructure, the competitive nature of the industry, and their vision to become a world-class rubber manufacturer; it was obvious to Rubber Leisure that there was an urgent need for an integrated enterprise system that covers all their key business processes. This was fundamental to significantly improve the flow of information, manage an effective supply-chain, increase business efficiency and maximize profits.

"The Lawson solution 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."

David Eng, General Manager, Rubber Leisure

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Having evaluated ERP application packages from leading vendors, David Eng, the general manager for Rubber Leisure enthused on his choice, "The Lawson solution 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. The sincerity, commitment, knowledge, and technical expertise demonstrated by the Lawson team also played an integral role in our decision making process."

After the implementation of the first phase, which included the Lawson Finance and Lawson Distribution solutions, Rubber Leisure immediately began to experience its much-anticipated benefits. Internal business process layers throughout the organization were dramatically streamlined and fine-tuned resulting in greater efficiency.

The integration of data has helped flatten Rubber Leisure's organizational hierarchy and reduced bureaucracy. It has also helped Rubber Leisure maintain its competitive edge in customer service by providing quick and accurate business information. The organization now has better visibility of the information required for decision making processes resulting in a reduction in lead times, optimization of spare parts inventory, improvements in production and operating efficiency, and an overall reduction in costs.

The standard implementation approach was ideally suited to Rubber Leisure's needs and contributed to the overwhelming success of the project. "The implementation methodology is based on a clear understanding of our business goals and process needs. We are looking at structuring a new business solution altogether instead of merely cementing current processes," comments Eng.

Eng describes Rubber Leisure's partnership with Lawson as a catalyst in enabling the organization to achieve its global vision. "The Lawson solution complements our vision of becoming a world-class manufacturer of quality rubber leisure, sports and healthcare products, as we adopt a philosophy of continuous improvement and innovation," he concludes.

About Rubber Leisure

Rubber Leisure is Malaysia's leading manufacturer of world-class, rubber-based products. Its core activities include the manufacturing, local distribution and export of quality rubber leisure, sports and healthcare products.

These also include domestic baby durables and a wide variety of swimming caps, bath mats, aprons and garments. Strategically located in the historic city of Malacca, West Malaysia, Rubber Leisure has more than 50 years of accumulated know-how in the rubber industry and has been accredited with the ISO 9002 Quality Management System.