

# SYSPRO Delivers Smooth ERP Ride to Performance Machine

## At a Glance

### ORGANIZATION



### KEY CHALLENGE

Maintaining flexibility for industry changes, expense planning and sales opportunities.

### KEY BENEFIT

World-class inventory planning and controls; increased customer satisfaction.

### INDUSTRY

Automotive Parts and Accessories

### SOLUTION

SYSPRO ERP

### END USER MARKET

Motorcycle Enthusiasts and Retail

## Customer Profile

Performance Machine has been the leading aftermarket manufacturer of motorcycle wheels, brakes and controls since 1970. High quality, innovative, functional products are the company's passion, resulting in Performance Machine's reputation for exacting engineering and testing that exceeds all Department of Transportation (DOT) guidelines. The company is part of Motorsport Aftermarket Group (MAG) and is based in LA Palma, CA.

## The Business Challenge

Dual challenges hampered Performance Machine: a lack of visibility into many key operational areas, such as sales forecasting and warehouse management; plus inefficiencies, time lags and inaccurate reporting put Performance Machine at a competitive disadvantage. The company felt it increasingly difficult to keep promises to customers on shipments and wanted to keep customer satisfaction at the highest possible levels.

## The Solution

SYSPRO installed a full MRP suite at Performance Machine in 1992. Since then, the company has added many additional ERP components such as integrated forecasting, which the company says are very useful for a recent distribution company change to its business model.

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– **Melody Kaaua**, Performance Machine IT Manager





## The Outcome

Performance Machine has navigated a number of changes within its industry, its company and to its business model. The company's operations are performing so smoothly that both its parent company, MAG, as well as one of MAG's additional business lines, Vance & Hines of Santa Fe Springs CA, have additionally adopted SYSPRO as their ERP backbone. Vance went live on SYSPRO in January 2016.

## 300,000+ Wheels, Tens of Thousands of Part Replacements... via SYSPRO

Motorcycle riders, like the renowned Harley Davidson crowd, cycle through parts – a lot of them! And that's because motorcycles – and the accompanying aftermarket – are big business. According to Statista, in 2015, U.S. consumers alone purchased well over 500,000 motorcycles; and this figure reflects a 3.55 percent increase in total U.S. motorcycle sales over the previous year.

As with cars or any other machine, wear and tear on more expensive equipment like automobiles, motorcycles, boats and other power equipment, leads to a sizable replacement opportunity for aftermarket manufacturers. Performance Machine is in the business of manufacturing and supplying aftermarket motorcycle wheels, brakes and controls since 1970 – it has a huge following of loyal customers. Serving those customers with a high degree of both engineering and shipment accuracy is a high priority for the company. The company estimates it has shipped over 300,000 wheels alone using SYSPRO and many tens of thousands of parts and accessories.

## Support for New Business Model Change

SYSPRO has given Performance Machine a relatively smooth ERP ride, making the company more efficient on many levels. Performance Machine's IT Manager, Melody Kaaua, believes that SYSPRO's forecasting capabilities have been a real game changer.

"SYSPRO ERP has made a huge difference for us. We have set up forecasting and usage algorithms that are tailor-made to our business performance needs and goals," she says. "We now more accurately forecast where we are going to be, and we can respond much more opportunistically to changing circumstances."

Additionally, the easy customization capabilities of SYSPRO ERP have allowed Performance Machine to navigate fairly seamlessly through a major business model change when MAG acquired a distribution company. "We now channel Performance Machine sales to the new company," Kaaua explains. "So now we suggest which products they stock in their warehouses based on our own performance history, which provides historical accuracy. We can also stay responsive and pivot what we're doing based on performance. SYSPRO tells us what we need to know. We can do anything we want to with SYSPRO – it's so easy to customize!"



## About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on-premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.



*Systems Advisory Services*

