

Norris Rods

Industry: metal fabrication

About:

Norris, A Dover Company is a leading manufacturer of oilfield production equipment. Norris, in Tulsa, Okla., manufactures more sucker rods than are produced by all of its recognized competitors combined. Norris remains dedicated to the research and development of new, longer-lasting alloys and rod compositions, while the company's current philosophy is rooted in the past. Founded in Tiona, Pa., in 1882, the groundwork for the company's present success was laid over 100 years ago by W. C. Norris.

The situation:

The team at Norris needed an enterprise application solution that offered a distributed architecture and had the ability to quickly and efficiently disseminate critical enterprise information among the Norris home office, remote sales staff and more than 40 off-site inventory stocking locations.

In upgrading from its previous mainframe legacy system, the Norris evaluation committee was looking for a system that offered widespread connectivity across the enterprise while providing strong distribution functionality.

"We are a make-to-stock environment, and we needed an application that could handle our inventory management and distribution needs across multiple locations," said Cyndi Vickers, assistant treasurer with Norris. "We have several domestic distribution sites and a main warehouse in Tulsa that is responsible for replenishing these sites."

The solution:

ERP *Plus* was the ideal solution. ERP *Plus* thrives in a make-to-stock environment – and it easily manages distribution requirements across multiple facilities. Now, all authorized employees gain access to current, up-to-date distribution and inventory information.

Multi-site support within ERP *Plus* is powered by a distributed integrated architecture that provides enterprise-wide visibility into on-hand inventory, in-transit inventory, replenishment orders, manufacturing schedules and lead times.

ERP *Plus* is a suite of fully integrated Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), e-business and business intelligence solutions.

Vickers said, "ERP *Plus* is our ideal solution – it works well in our make-to-stock environment, and it manages multiple facilities. This enables our remote sales force, and authorized users across the enterprise, to have up-to-date inventory information, which means we can all properly set and meet our customers' expectations on a consistent basis. That was important."

"Each remote sales person is responsible for inventory within their region," Vickers said. "Now our entire sales staff has immediate access to current inventory data. Previously, they had to call in to get inventory levels. With ERP *Plus*, each sales person can examine inventory levels, order replenishment stock and check their accounts receivable – all in real-time."



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