



CASE STUDY

# LENMAK EXTERIOR INNOVATIONS INC.

# Reflex ERP helps streamline order fulfillment process for Edmonton-based architectural metal panel manufacturer

## About

Lenmak Exterior Innovations Inc. specializes in world class state of the art manufacturing of light gauge metals for residential, commercial and agricultural applications. Lenmak leads the market in technology, allowing the company to penetrate new market growth and manufacture custom products efficiently, accurately, and economically. They are the only manufacturer offering targeted skill and equipment to the exterior panel and curtain wall industry.

Lenmak was established in 1996 in Edmonton, Alberta and has experienced significant success since that time.



[www.lenmak.com](http://www.lenmak.com) 

Founded in 1996 by husband and wife team, Ray and Lori Turner, Lenmak Exterior Innovations has since grown to be one of Alberta's leading architectural metal panel manufacturers, with a \$4 million fully automated production line headquartered in west Edmonton. As the company became even larger in recent years, President and Owner Ray Turner started looking for more ways to automate the business, concluding that a fully integrated ERP software system was the answer.

In 2012, Turner decided that Lenmak required an ERP system to help optimize production and to streamline the order fulfillment process. The company conducted a review of ERP solutions in the marketplace with the primary goal of finding a single software solution that could eliminate any communications challenges Lenmak was currently experiencing between their warehouse, production, engineering, sales, and accounting departments. A fully integrated ERP system would enable the company to optimize the exchange of order data by eliminating bottlenecks and the need for manual data re-entry. It would also support Lenmak's goal of becoming a lean enterprise organization, allowing them to offer better value and service to clients with minimal waste and shorter lead times.

## CHALLENGE • • • • •

Due to disparate software solutions that didn't allow inter-departmental communication, operations on the Lenmak shop floor were largely manual—the company didn't have a digital process in place to allow them to monitor each job's order fulfillment status. Lenmak was previously using QuickBooks, which was unsatisfactory in handling the number and complexity of transactions. Lenmak's Chief Financial Officer (CFO) Terry Rolph states that moving to an ERP system could coordinate production activities and solve accounting and business management challenges that were caused by information silos and disparate software systems.

"The fewer times that a human touches data within the chain, the better," says Rolph. "If you get the order capture right the first time, it's far more likely to be completed accurately at the end. There's no risk for transposition errors, missing data, or not being able to read information properly because of putting it in wrong a second or third time. So the first reason for the integration is accuracy. The second is efficiency. We pride ourselves on being a lean manufacturer. It's all about efficiency and touching something once and having it flow automatically until the final product is shipped out the gate."

## SOLUTION • • • • •

After conducting a review of ERP solutions in the marketplace, Lenmak chose the Reflex ERP for its fully integrated business management capabilities and the decades of experience Reflex has had in providing software solutions to manufacturing clients. A single solution with modules designed specifically for the manufacturing industry, the Reflex ERP helps guide the order fulfillment process for Lenmak through the seamless integration of real-time information and data. This eliminates the need for any secondary manual data entry.

Likewise, with state of the art estimating and pricing functionality, Reflex automatically translates custom product attributes into cost and pricing information, thus automating what was formerly a manual process.

One of the benefits of owning full intellectual property rights to the software is Reflex's ability to create additional modules and solutions to meet clients' needs—all fully integrated within the existing software platform. For example, Reflex's current web order portal and the integration of the CAD drawing software originated with Lenmak as the brainchild of President Ray Turner.

"[Ray], along with his draftspeople, came up with the idea and came to us asking, 'Can this conceivably be done?'" says Rob Giesbrecht, Reflex's Lead Integration Engineer on the Lenmak project. "We partnered up with them and went about integrating it into our software."

## RESULTS • • • • •

Thanks to Reflex, production managers at Lenmak can now make intelligent shop floor control decisions based on the ERP's systems integration and access to real-time data. This access to data has changed the way Lenmak approaches inventory usage, production scheduling, and optimizing production.

"There are a lot of different factors to consider when determining which material to use to get the finished product," says Rolph. "Before Reflex ERP, all of those decisions—who was to do what, how it was to be done, in what order, and what material would be used—that was all done on the shop floor. Now a lot of those decisions are made in the front office where we can actually see which machines are busy and which are not. The Reflex solution is designed to fit the way our business works while offering extensive personalization without the need for custom development."

## About Reflex

**Reflex Enterprise Solutions Group Inc. is a software development company based out of Edmonton, Alberta. For more than 30 years, we have provided modern business and technology solutions to a wide variety of clients, on a national and international level.**

**Our client experience includes industries such as construction, distribution, manufacturing, land development, and property management, as well as public sector and government clients. Not only do we deliver a software solution to help clients address the challenges of today, we also build lasting business partnerships with our clients. We measure our success by the value we deliver and not by the number of products we sell.**

**For more information, please contact us:**



[www.ReflexERP.com](http://www.ReflexERP.com)



[sales@thereflex.com](mailto:sales@thereflex.com)

## Contact Us . . . . .



@reflexerp



Reflex Enterprise Solutions Group Inc.



facebook.com/reflexerp



www.ReflexERP.com