

A Radius Solutions Case Study



Berlin Industries

**“Radius has provided us with the foundation to move our business forward.”
– Ed Majerczak, President, Berlin Industries**

Client Background

Berlin Industries, one of the top 50 commercial printers in North America, is a full service direct mail, commercial web printer that offers a complete range of in-house services from electronic prepress through printing, bindery, personalization, custom imaging, letter shop, mailing, distribution and fulfillment. Berlin began its implementation of the PECAS Vision management information system in December of 2001 and went live at its Carol Stream location on September 1, 2002 and in the Las Vegas, NV plant in November.

According to the Standish Group's Chaos Study, more than 84% of all IT projects fail, by either going over time, over budget or just not meeting the needs and expectations of the project. Berlin Industries had a very successful implementation because:

Product: They chose PECAS Vision which is specifically designed to meet the unique needs of printing companies

Plan: Radius Solutions rigorously followed a proven implementation methodology that had been used at hundreds of sites around the world

People: Radius employs experienced consultants from the print and packaging industries

Product

PECAS Vision was selected as a result of Berlin's search for a single system to standardize its business processes within and across two plants. The company evaluated the suitability of two different kinds of systems in its environment: the industry-specific PECAS Vision ERP solution, and a generic, manufacturing-focused ERP system. What became clear during the evaluation is that a generic/manufacturing ERP system simply did not fit the way Berlin Industries does business, so it did not meet the organizations requirements.

“The process of printing is dramatically different from that of manufacturing”, says Radius Solutions President David Taylor, “PECAS Vision is designed for the printing industry so it doesn't need a great deal of costly (and risky) modifications to make it work in that environment!”

Berlin Industries Project Manager Bob Fredriksen says, “PECAS Vision is the best off-the-shelf solution...as it provides job visibility from end-to-end.” After several rounds of presentations and demonstrations, Berlin was satisfied that the PECAS Vision solution would meet their business needs without a lot of extra costs. Also, the PECAS Vision system provides visibility for the actual flow of information for a commercial printer, beginning with estimating and ending with General Ledger reporting.



On time and on budget.

Plan

“The implementation met our expectations – it was on time, and more importantly, on budget” Fredriksen said.

To ensure project success, senior management from both Berlin Industries and Radius Solutions were involved in every key project meeting. Each month a key review meeting was held and the companies would openly discuss project progress against milestones and costs against the budget.

Radius Solution’s Taylor believes there are four main reasons why implementations fail:

- 1 – Lack of project definition/scope creep
- 2 – Lack of project sponsorship from the key people in the organization
- 3 – Lack of end-user commitment
- 4 – IT leading the entire project

Radius Solutions’ proven implementation methodology has been specifically developed to address these common roadblocks. Following the methodology helped to ensure that none of those issues were present in the Berlin Industries implementation, which resulted in a successful project that was completed on time and within budget. The single site implementation was wrapped up within the average nine month timeframe expected by Radius Solutions for a project of that scope.

People

Having a great solution and a solid implementation methodology are a great start, but they are still not enough to ensure project success. A successful project requires the right people with the right experience. Both Radius Solutions and Berlin Industries delivered quality people to the project. From Berlin’s side, everyone from the CEO, President, CFO, Project Manager, Functional Team Leads, and End-Users were involved in the project. From Radius Solutions, most of the consultants have between 10-15 years of experience in the industry, and with the PECAS Vision application.

A Great Solution

PECAS Vision is a fully integrated MIS system designed specifically for companies like Berlin Industries. By focusing on world class ERP for the printing and packaging industries, Radius is able to deliver leading functionality that meets the unique needs of its served markets.

This industry focus has provided Radius with success over the last 30 years and will continue to play a major role in Radius Solutions’ future growth. Berlin’s Majerczak concludes, “We are pleased with the implementation process. Radius Solutions staff are both professional and knowledgeable. And, we completed our “Go-live” on time and on budget.”



North America Headquarters
312-648-0800
info@radiussolutions.com

European Headquarters
+44 1246 290331
infoUK@radiussolutions.co.uk

United States
United Kingdom
Netherlands