

Dunlop Manufacturing Makes Rockin' Music with SYSPRO

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- Jasmin Powell, COO and Co-Owner, Dunlop Manufacturing

■ The Company

Located in Benicia, California, Dunlop Manufacturing was founded as a small, family-owned and operated company in 1965. It has since grown to be a leading manufacturer of world-class electronic instrumental accessories for the music industry with a product line that includes picks, capos, slides, strings and other musical instrument accessories.

No other accessory manufacturer comes close to Dunlop's extensive line of products in terms of quality, innovation and scope. In fact, Dunlop's products consistently set industry standards in their respective fields. The company's commitment to excellence and passion for innovation has been rewarded by partnerships with legendary superstars like ZZ Top, Slash, Billy Idol and Lenny Kravitz. These musicians are just some of the artists who proudly use Dunlop's products to perfect their craft.



At a glance

Company

Dunlop Manufacturing

Industry sector

Musical Instrument Accessories

- Manufacturing

The challenge

- High volume of transactions
- On-time and error-free deliveries
- Support rapid company growth

Solution & services

- SYSPRO Financials
- SYSPRO Report Writer
- Product Configurator
- Bill of Materials
- Material Requirements Planning
- Work in Progress
- SQL Manager
- Forecasting
- Inventory
- Office Automation
- Customer Relationship Management

The benefits

- Enhanced internal and external communications
- Efficient transaction processing
- On-time, error-free customer deliveries
- Ability to refill custom orders
- Facilitate growth



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■ The Challenge

As Dunlop's product line evolved and gained popularity, the company recognized that it was in need of a manufacturing software program capable of efficiently handling a high volume of transactions while helping deliver customer orders, on-time and error-free. Additionally, the company wanted a solution that would integrate all departments of the business and support rapid company growth.

Dunlop's existing software platform was unable to handle the heavy transaction nature of the business. For a manufacturer of guitar picks and numerous small items, the incumbent system was too slow. The company needed something able to handle the current volume of transactions and scale for future business growth.

■ The Solution

Dunlop selected SYSPRO for its ability to handle large amounts of data at fast speeds and link to other software. Dunlop planned to open an online store and felt the strong functionalities of SYSPRO would facilitate business expansion.

■ The Result

SYSPRO has greatly enhanced communications and efficiencies at Dunlop. It has proven to be effective and easy to use, supplying the needed data to workers at a rapid speed.

Jasmin Powell, COO and Co-Owner of Dunlop Manufacturing, states: "The biggest difference is that SYSPRO allowed us to improve communications. It is easier to use. People can just log in and get answers quickly."



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Dunlop Manufacturing

In addition to improving company-wide communications, SYSPRO helped Dunlop Manufacturing deliver orders to customers error-free and on-time with the use of the Product Configurator. The SYSPRO Product Configurator enables Dunlop to manufacture custom-imprinted picks with the right signature, creative element or color. In the past this had been a difficult endeavor.

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The SYSPRO Product Configurator is offered as a module of the SYSPRO solution. It provides the ability to configure complex products on the fly during order entry, even over the web. Product Configurator enables the configuring of labor and materials using rules-based question-and-answer screens, so there is no possibility of errors. The configurator will not proceed to the next step if the previous step has not been configured correctly. It maintains a library of common configurations so that Dunlop can easily call up repeat orders. It also includes the option to convert configured selections into a standard inventory link part to ERP production modules.

Commenting on the effectiveness of the SYSPRO Product Configurator, Powell says: "We manufacture a lot of custom-imprinted picks and it is important to have the right signature or picture or some creative element on the correct pick, as well as the correct color and gauge. It was difficult to pass that info from the customer to sales into the shop and out to the worker to get them to put the right emblem on the right pick in the right orientation."

"We found that sometimes the design element was upside down or to the side, and it would get shipped to the customer and they would be unhappy. We were able to set up the SYSPRO Product Configurator, attach the art so it prints on the work order, and the person who is doing the work can see what it is supposed to look like. Now we virtually have no errors. That was a really big win for us."



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