



Epicor Success Story

Mahajak Industry Co. Ltd.

Epicor ERP improves business operations for leading nuts and bolts manufacturer in Thailand

Company Facts

- ▶ Location: Thailand
- ▶ Industry: Manufacturing
- ▶ Web site: www.mahajak.com/en/mahajak-group

Success Highlights

Challenges

- ▶ Integrating new management methods with existing technology
- ▶ Offering client support and customisation options
- ▶ Keeping up with competitors

Solution

- ▶ Epicor ERP

Benefits

- ▶ Becoming a forward-looking organisation in an emerging market
- ▶ Accessing information in real time
- ▶ Improving information management
- ▶ Long-term corporate growth



Based in Thailand's Samut Prakan, Mahajak Industry Co. Ltd. has manufactured nuts and bolts since 1969. In recent years, the company has moved into the automotive sector, producing most products with cold forming techniques. Mahajak Industry has approximately 200 employees. Their clientele includes companies from automotive, auto parts, and agricultural machinery industries. Some of these include companies such as Isuzu, Nissan, Siam Kubota, and Yanmar.

The umbrella under which Mahajak Industry operates is called the Mahajak Group. This corporation comprises 19 companies across various industries, including Mahajak Autoparts Co., Ltd., Mahajak Development Co., Ltd., Mitsubishi Heavy Industries-Mahajak Air Conditioners Co., Ltd., in Bangkok.

Mahajak Industry went live with the next-generation Epicor ERP solution in January 2015. To date, Mahajak Industry has implemented almost all of the Epicor ERP core modules, including finance, supply chain management, inventory management and manufacturing. Currently, there are 35 Epicor ERP users. The company's primary goal in selecting Epicor ERP was to resolve its current business challenges and promote long-term growth.



Challenges

The way that Mahajak Industry conducts its business affairs has changed over the years. Client requirements have evolved, and the products that the company offers have evolved along with them. They found, for example, that it was becoming increasingly difficult to work with new methods of business management in their old system.

In the automotive manufacturing industry, production orders are distributed among manufacturers. However, in order to grow their business through higher profit margins, Mahajak Industry intended to start competing in a different market. To achieve that goal they needed a platform in place that could improve their information management and data visibility in order to enhance their customer service levels.

Solution

When it was time to choose a system, the company looked at a selection of ERP (enterprise resource planning) providers. However, in consideration of the size and functionality that they needed in addition to their budget, Epicor ERP was the best fit.

The company encountered some difficulties during the initial implementation stages, but found that Epicor ERP was highly adaptive. When they encountered hurdles they took a second look at how they do business and realised that many of their practices were not ideal. The Epicor support team helped them focus on the important elements of their business in order to improve their workflows. Aswin Kanchanachayphoom, executive director for Mahajak Industry explains, "The implementation process did not take a long time because we prepared ourselves well in advance. It actually took us longer to find the right ERP provider."

Mahajak Industry collaborated with a team of consultants from BizNet, an Epicor authorized partner in Thailand, who assisted end users with full training. Whenever users encountered

questions about the ERP solution, they were able to speak with the consulting team for advice.

They saw that Epicor ERP was a solution that could respond to long-term business growth in a flexible manner. Mahajak Industry also appreciated that because Epicor ERP is user-friendly, staff rely less on the IT department to obtain data for better and faster decision making. Business users can now easily manage filters and sort information themselves. "Given that our company is still small, we needed a system that requires minimal IT support. Epicor ERP allows business users to manage, filter, or sort information easily," says Mr. Kanchanachayphoom. "We looked for a system that could support our company's growth in the long run. I believe that Epicor ERP is the solution for our company in for the next 10 years."

Implementing an ERP system was essential in order for Mahajak Industry to attain their goal of moving into higher-margin markets. They are now able to quickly gain access to information and view information in real time.

Currently, Mahajak Industry has been focusing on improving their operations further. For example, with real-time data at their fingertips, they can now foresee potential problems and prevent them from occurring. In addition, they can respond quickly when changes are necessary. Overall, the company feels that they are able to ramp up their responsiveness to ever-increasing customer demands, market changes, and 24/7 business pressures in order to compete effectively. This results in a better customer experience.

Mr. Kanchanachayphoom adds, "We are satisfied with the system and we look forward to deploying more modules in other departments. When employees from various departments are able to access the same data simultaneously, they can foresee and prevent any problems. My goal is to create an environment where employees take action quickly and effectively."



About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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