

# Traffix doubles gross sales without increasing headcount by digitizing operations with SYSPRO

CASE STUDY

## At a Glance

### ORGANIZATION



### REGION

United States of America

### KEY CHALLENGE

The need for an ERP system that supports growth and digitization initiatives for improved customer delivery, warehouse automation, and operational efficiencies.

### KEY BENEFIT

Real-time, accurate visibility across manufacturing, operations, and finance; resulting in measurable cost-savings, reduced rework, improved accuracy, and streamlined automated processes.

### INDUSTRY

Industrial Machinery and Equipment

### SALES CHANNELS

Distributors, resellers, contractors, state D.O.Ts, and other government organizations

### SOLUTION

Implement a fully integrated ERP solution to replace existing systems, using SYSPRO Client Services.

## Customer Profile

Established in 1986, Traffix Devices manufactures traffic control devices and crash attenuation products. The company's products are designed and engineered to meet the strict highway requirements of countries all over the world, which requires engineering excellence and a clear understanding of the performance requirements in each of the countries where it operates. Traffix is a leading player in the attenuation space, with a major market share in the United States.

## The Business Challenge

The company had outgrown its existing systems and needed a fully integrated ERP solution to support its growth as well as short and long-term objectives.

Traffix required not only a solution that would be a fit for their company at the time of implementation but would include capabilities that they would want to adopt in the next 3-5 years and beyond. SYSPRO has a proven track record of continually improving the software, innovating, and introducing new features and functions that can be incorporated, when required.

## The Solution

Cobus Conradie, Director of Information Technology at Traffix, stresses the importance of selecting an ERP vendor that demonstrates longevity and will continue to support your digital transformation efforts into the future.

SYSPRO emerged as the obvious choice due to its 40+ years of being a trusted, privately held, ERP industry expert. Traffix implemented SYSPRO in partnership with SYSPRO Client Services.

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*This approach led us to SYSPRO. We met Kevin Bell, SYSPRO VP, Pre-Sales; and he took us through an impressive demo, it was clear SYSPRO met our criteria. They also showed us how they planned to implement their software which we liked better than the other packages we saw.*

– **Bob Wielenga**, Executive Vice President, Traffix.

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## The Solution Continued

Bob Wielenga, Executive Vice President at Traffix, stated that they had several key criteria which contributed to their selection of SYSPRO ERP. The solution should be:

- Recognized by industry experts as a top ERP solution;
- Developed completely in-house, as opposed to acquiring and incorporating various separate solutions;
- Modular with the continuing development of new modules; and
- The accounting modules should be fully integrated with all areas of the system.

With a modern, manufacturing-focused ERP system, Traffix is also well-positioned to make use of the latest technologies to further support its digital transformation journey.

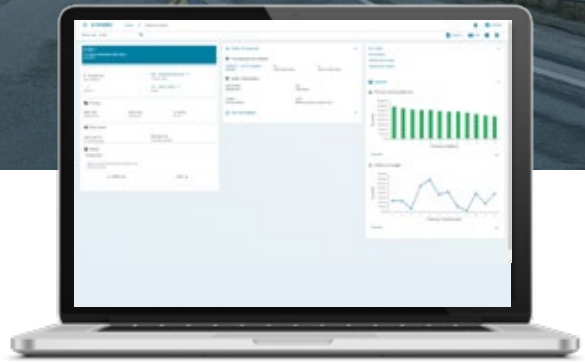
## The Outcome

From the outset, the Traffix management team viewed an ERP solution as a toolbox to assist in achieving its long-term digital transformation objectives. In addition to a single source of truth, a fully digitized warehouse prepares the way for continual process improvements, including introducing automation within the warehouse and operations. When all warehouse activities from picking to packing, shipping, cycle counting, and manufacturing are automated, operations become streamlined and transparent. The resulting cost savings are measurable and significant, with reduced rework and improved accuracy. In addition, rich and pervasive data allows decision-makers valuable insight into growth and improvement.

Conradie states they have been able to double topline revenue (gross sales), without significantly increasing headcount, since their successful implementation of SYSPRO ERP.

“ We wanted to be better at everything – to sell more, carry less inventory, improve the customer experience, and process the same or more transactions without increasing our headcount. Also, we wanted to be less reliant on paper, more agile in reacting to the market, quicker in making the right decisions, and not get bogged down in unnecessary, repetitive tasks. ”

– **Cobus Conradie**, IT Director, Traffix



## In Partnership with SYSPRO

Traffix and SYSPRO Client Services conducted a full business process review before implementing SYSPRO. “I firmly believe it to be a necessary step,” Conradie says. “It’s an excellent way of getting people in alignment and helped us obtain buy-in from the staff.”

Conradie attests that their partnership with SYSPRO was key to the successful implementation. “SYSPRO has assisted with thousands of implementations over the years, so they know what works and what doesn’t”.

One example is SYSPRO’s recommendation that Traffix moves from an open to a system-managed pricing structure. The strategic goal was to achieve more accurate sales orders and be able to quickly update pricing as market conditions changed.

“Initially it was a leap of faith, but now our orders are far more reliable and accurate,” Conradie says.

Working with SYSPRO Client Services, Traffix has transitioned from a standard costing model and managing variance accounts to an accurate, real-time average costing model. This reduces the labor required to control this critical area of the business manually and leads to greater accuracy and insights.

## The Journey Continues

In addition to the near-term gains after the implementation, such as streamlining business processes, operational efficiency, and a single source of truth, Traffix has continued to realize the benefits of its system.

“ERP is a marathon, not a race. It’s better to keep improving continuously than to sprint and burn out. We’ve made vast improvements and will continue to do so moving forward,” Conradie says.

SYSPRO’s strong Supply Chain Management capabilities include self-generating lead times, thus providing accurate Available to Promise and Capable to Promise data. In addition, the Traffix/SYSPRO team implemented various proactive notifications which provide bite-sized chunks of information exactly when they are needed. This includes warnings for possible duplicate orders, possible errors in order entry, and changes in lead times.

“Having this information at our fingertips has improved customer delivery and enabled us to make informed decisions”.



## About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on-premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

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Learn more about SYSPRO's solutions for industrial machinery and equipment industries [Click here](#) or contact us on [info@usa.syspro.com](mailto:info@usa.syspro.com)

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