Daiwa Sports

Daiwa's 2-person IT staff becomes internally productive with m-Power

The Basics

Daiwa group are part of the Globeride Inc. group; the world's largest manufacturer of fishing tackle. Since 1958, the Japanese company's culture is driven by design, innovation and high quality.

The Challenge

Daiwa was dealing with a couple of problems:

1. The company that developed their order entry system no longer supported it, which meant that it couldn't be maintained.
2. Their internal green-screen interface wasted time. Even answering simple customer questions was a complicated task with their inefficient legacy interface.

Daiwa's 2-person IT staff didn't have the time or resources to fix these problems, and hiring outside consultants wasn't an option. Somehow, they needed to complete these projects quickly, and do everything with their current staff.

The Solution

After testing different development tools, they finally found m-Power, a development tool created by michaels, ross & cole, ltd. (mrc). It was clear that m-Power stood head and shoulders above every other option, for a few reasons:

1. m-Power had the shortest learning curve, requiring only 3 days of training.
2. m-Power let their 2-person staff complete the projects internally.
3. m-Power offered the fastest development.
4. Daiwa could use m-Power for just about any development project in the future.

According to Paul Scyner, Daiwa's IT Manager, "It [m-Power] could create our order entry application, provide our business intelligence, create an on-line portal, and solve workflow requirements. All of this in the hands of our existing 2-person IT team."

The Value

Using m-Power, Daiwa's 2-person IT staff replaced their old Access-based order entry system and modernized their 5250 interface. This has greatly improved the ordering process, and also cut down on the time required to answer customer questions.

But, the story doesn't end there. Besides the initial applications they created with m-Power, Daiwa has also experienced a few other important benefits:

1. They are internally productive - Daiwa's 2-person IT staff can deliver solutions without relying on outside consultants.

2. They are using m-Power for many more projects - Although they bought m-Power to fix two specific problems, they are using it for all sorts of projects.

3. Great support and frequent upgrades - When asked to rate the service, Scyner says, "10 out of 10. The service is fantastic. I've never known a company this efficient. It is the complete opposite of every other company we've dealt with."

Going forward, Daiwa knows that they have a tool to increase their internal productivity long into the future. Even with a 2-person IT staff, Scyner estimates, "Future projects should take days or sometimes up to a week or two, but never months."

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