

**Basics**

Bimba Manufacturing has long been known for its innovation. More than a decade ago, it further established itself as an IT industry leader when it developed a green-screen-based interface that allowed their outside distributors to access key account information online.

Since that time, Bimba's operations have grown significantly, including an expansion of both product lines and distributors which would have required additional licenses to keep account access for their users seamless.

**Challenge**

Bimba knew, though, that while it could put a band-aid on the problem with additional licenses, it would just be perpetuating old technology, and as innovators, Bimba's senior management recognized that more effective information systems were critical to their future growth.

So, they initiated a long-term IT strategic planning effort around quickly modernizing their aging backend with Web technologies, and getting their users up to speed. The challenge, though, was their IT team didn't have the available time or capabilities to perform the modernization themselves in the timeframe required.

**Value**

Bimba selected m-Power to do the job, and because of their time-constraints, they also opted to hire an m-Power consultant. The value that Bimba has enjoyed through mrc's m-Power and consulting services left Bimba's IT Director, David Gillhouse, incredibly pleased with the results, "It's unbelievable, the value."

"The entire cost, including an mrc consultant, cost one-fourth what we were quoted for additional software licenses - what we considered a band-aid to the problem. Our choice of m-Power resulted in a six-figure cost savings."

**Here's just some of what they got from m-Power: Powerful, Flexible Web Applications:**

**Available to Promise Application**

This Web application informs customers when a product can be shipped by Bimba. If a customer needs standard in-stock items, these products typically can be shipped the same day requested.

If non-standard size actuators are requested, the system checks component availability and provides an Available to Promise date (generally three to five days). You can see the wireless/mobile phone version lookup below. There is also a Web site version.



This wireless/mobile version allows sales reps to check on availability against live numbers when they are on the road.

Product Line	Standard Lead Time in Work Days*	Today	Maximum
Original Line	4	21	30
Double Wall	3	0	5
Flat Line	3	7	15
Pneu Turn	2	2	10
Ultran	2	1	10

**Quick Ship Application**

To respond to emergency situations, Bimba is also able to manufacture and ship an actuator within 24 hours in many cases. The company reserves capacity to provide immediate turnaround for customers. The Quick Ship Inquiry application summarizes by product line to accommodate emergency demand.

For example, with the screen shot below, you can see quickly that if a customer needs 5 Flat Line actuators in 24 hours, Bimba has not reached its maximum today and still has the production capacity to create 8 more, so they could work with the customer to fill their emergency order.

For the full story, visit us at:  
[www.mrc-productivity.com/customers/bimba.html](http://www.mrc-productivity.com/customers/bimba.html)

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