



CASE STUDY



The Company

About

Located in Patterson, NY, REELEX Packaging Solutions are the creators of the REELEX system, which is the industry standard for packaging most types of telecommunications cable. Reelex needed an ERP for high volume production runs, and a system that could handle the company's custom packaging machine manufacturing, as well as services. It also had to be compatible with Sage 300. Genius Solutions proved to be the right fit.

“Genius has been, in some ways, life changing for the company, and has helped bring us into the 21st century.”

Tim Copp
Vice President of Business Development

Industry

General manufacturing. The company develops and supports every aspect of REELEX, from packaging supplies to machine manufacturing, global service and support.

Genius ERP highlight

"Any employee in the plant can step in on a job and figure out what they have and what they need."



Challenge

REELEX president Thomas Copp and his son and vice president of business development Timothy Copp realized that they needed an ERP system if they were to continue growing.

“When we started getting busier, we ran into issues where we forgot to place an order and we didn’t have a good feel for lead times,” explained Tim Copp. “We realized we had to get a handle on all of the structure around production.”

The management team went on the hunt for a quality ERP solution that would fit their company’s custom needs at a fair price. REELEX also required a system that would integrate well with their existing Sage 300 accounting software and could handle multi-level BOMs. One of their sales representatives suggested Genius ERP, as it is specialized for SME manufacturers.

Top requirements

Inventory control

For a real-time, rolling catalogue of on-demand parts and long-lead items

Production planning and management visible across whole company

So that any one employee can move a job forward

Integration with existing accounting software

To pair accounts with job numbers, facilitate payment tracking while reducing redundancies

Solution

After careful vetting of various ERPs, the company went with Genius ERP. “When Genius first came on board it was a fantastic learning experience,” said Tim Copp. “We were able to dive deep into how we do things and identify the issues where we were lacking and address them.”

Once up and running, REELEX and its team—which includes electrical and mechanical engineers, designers, CAD and electronics technicians, welders, painters, and field technicians—were able to improve production planning by tracking projects and identifying products that weren’t being completed on time. Genius ERP also gave them the ability to easily share all information related to each job project throughout the entire company—something they had never be able to do before.

With Genius ERP, REELEX is able to receive work orders and immediately account for how long it will take to complete that specific order, the cost associated to it, and—as a result—how much to charge based on these factors.

Key features

Customer Management Software

REELEX can now determine prices based on true costs of material and labor, allowing them to start with accurate quotes and end projects with profitability.

Project Management Software

Accurate costing, from material to labour overhead paired with inventory tracking that made forecasting easy.

Inventory Control & Management Software

REELEX now avoids material and long-lead item shortages while optimizing purchasing for a rolling stock of goods.





With over 25 years of experience working with small to midsize custom manufacturers, the Genius Solutions team has acquired the knowledge and skills to help custom manufacturers optimize production, reduce costs and establish new performance standards. The company delivers complete solutions, including software, implementation services and field expertise to meet the needs of make-to-order and engineer-to-order manufacturing companies across the US and Canada aiming to effectively manage their growth.

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