



Aquion Water Treatment Products

“As our dealer network grows, we know that Infor VISUAL ERP has the capacity, capability, and flexibility to support this growth.”

MATT HANCHER, DIRECTOR OF IT, AQUION WATER TREATMENT PRODUCTS

About the company

Aquion Water Treatment Products (AWTP, LLC), encompasses several strategic business units that serve the global water treatment industry. These businesses fall under two separate entities: RainSoft and ProSystems. RainSoft manufactures and markets exclusive residential products through over 140 independent RainSoft branded dealerships worldwide. ProSystems contains four separate business units: Erie (control valves), Select Series (pre-engineered residential systems), Private Label (customized systems), and Commercial & Industrial, which sell product directly to customers. Another division, Clearwater Tech., LLC, designs and manufactures complete ozone generation systems for commercial, residential, and industrial water treatment purposes. It sells exclusively through distributor and dealer accounts managed by in-house account executives and outside sales representatives.

Setting the strategy

AWTP, LLC relies on a variety of different channels to distribute its products worldwide. The distribution network includes dealerships, original equipment manufacturers, and direct sales channels. Within this network are distributors of various sizes, from large corporations to smaller, privately-owned businesses. To make things more complex, each product line has its own distribution network.

AWTP, LLC needed an economical and efficient way to track products through its multiple distribution channels. The company wanted full knowledge of the status of inventory including the exact location of product within the distribution network, what had been sold, what needed to be ordered, and when to replenish inventory at its dealers. This capability was essential to maintain and strengthen AWTP, LLC's distribution network and position the company for future growth.

Getting business specific

AWTP, LLC purchased VISUAL ERP to solve its distribution network challenges. The Infor solution incorporates front office, back office, engineering, manufacturing, distribution, and business performance capabilities. It enables manufacturers to increase productivity and deliver product on time.

VISUAL ERP provides a serial tracking scheme that AWTP, LLC implemented globally. It allows the company to track more detailed information than it could previously, including data yield for internal sales and overall sales tracking.

The Synergy application also captures customer data and enables product/customer tracking and reporting. The customer data assists AWTP, LLC with its relationship marketing program and can be used for follow-up communications with customers. The system also yields information that can point to cross-selling opportunities for other AWTP, LLC products.

Seeing results

“VISUAL ERP is everywhere in our business,” says Peter Schaak, IT project manager for AWTP, LLC. “We have facilities scattered throughout North America and Europe. All facilities use Infor ERP VISUAL, which allows us to have these remotely located business units that are tightly linked by our distribution solution platform.”

Since implementing the Infor solution, AWTP, LLC has been able to track inventory more efficiently and has bolstered the reliability of its global distribution network. “With VISUAL ERP, we know exactly which piece was sent to each dealer,” says Matt Hancher, director of IT for AWTP, LLC.

“VISUAL ERP has built-in flexibility that enables each business unit to run independently, supporting the specific ways they run their business while maintaining a flow of information that benefits the entire organization,” says Hancher. “VISUAL ERP has allowed us to streamline manufacturing processes. As our dealer network grows, we know that VISUAL ERP has the capacity, capability, and flexibility to support this growth.”

“Our business continues to grow, and Infor has done a good job of growing their product to continue serving our company’s changing needs,” agrees Schaak. “VISUAL ERP has proven to be a strategic advantage, allowing AWTP, LLC to manage and grow multiple business units.”

There Is A Better Way

At Synergy, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that’s simple to buy, easy to deploy, and convenient to manage.

There is a better way.

For additional information, visit