Software solution specialist

Founded in 1975, Synchro is a leading provider for production control ERP specific software solutions to the cast metal industry. Offices are located in the UK, USA, Brazil and Spain, with a fifth scheduled to open in Australia during 2010.

Synchro's expertise in the casting sector is considered a major strength. The specific nature of the Synchro[32] system is designed in its entirety from the bottom up for foundries, diecasters and investment casters, as each sector has individual requirements, all of which are specifically accommodated.

Expertise

The company has specialised in the needs of the cast metal industry since it was founded in 1975, a fact that is highly influential in the company's global success. Every member of the Synchro team originates from within the casting sector; employing experts for their technical knowledge and experience is a fundamental strategy which has rewarded the company with the global reputation it now has as an important leading champion.

Flexible business model

According to the company, the business model is unique in the generic ERP/production software sector. Synchro[32] is licensed on a quarterly or annual basis. The cost is determined by user numbers, starting with a single license. Inclusive within the cost is technical support, all modules and developments and no upfront fees. Costs are kept deliberately affordable in order to make Synchro[32] available to all metal casters.

Remote training is also provided to companies based in isolated areas of the world. If a company has access to the internet, remote installation and specific training material can be supplied, although this is only from three users or fewer.
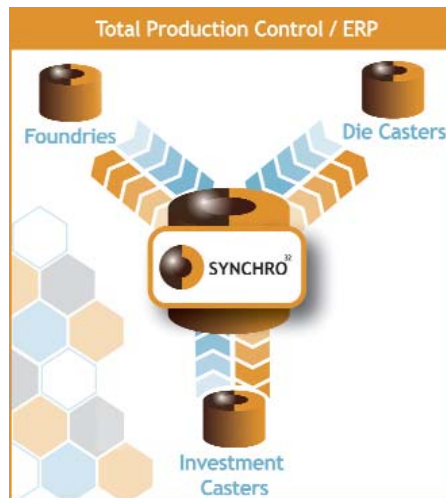
Customer focus

"The customer is King" comments Simon Adlington, Installation and Training Manager. "We have been in business since the inception of the very first software programmes, so few issues we now encounter have not crossed our path before and knowing the industry both in terms of our in-depth technical knowledge and decades of experience is why we have earnt such a valued reputation."

Critical to the company's continued success is the undertaking given to each customer that Synchro's technical support department is available day or night. "We undertake this responsibility very seriously indeed" Simon continues. "I have known us work all night to accommodate a customer's needs... this is typical of our commitment, we listen and we care."

Because the system is designed for companies to 'grow into', Synchro has a wide customer base. There are large groups with 40 or 50 users and a single user license for companies whose requirements are much less demanding. Scaling up or down is another aspect of the flexibility within the Synchro[32] system. There have been plenty of ailing companies who have installed Synchro[32] as a last resort and within 18 months, have grown beyond expectation.

"When a company recognises that an ageing and fragmented in-house system is failing its ability to function well, the scope of a specific ERP system is seen as a necessity but may be viewed negatively, as

employees fear what they do not know, a common and understandable human trait" comments Managing Director and CEP, Chris Collins. "We work hard at this stage to focus on the massive benefits to be gained within three to six months of installation. I hear time and again from customers that the decision to go with Synchro[32] proved an immense advantage. For many companies it is the edge over their competition. Sadly for us, most companies do not willingly reveal which system is in use, guarding the information from direct competitors."

System design

Synchro[32] is the fourth and latest generation production system, designed specifically for the cast metals industry. As with all progress, enhanced knowledge, experience, changing environment and customer input from the previous three systems culminated in this latest development. "Software is often unnecessarily complex and in our view, there is no need for it" observes Head of Programming, Barrie Johnson. "The user and their use of the system are at the forefront of all our designs; clarity of function is a precedence of development and this also has a significant impact on the amount of training required. Customers need less of it!"

R&D

Synchro employs two policies for R&D. The first is continual development of the system in areas that may require upgrading or, as a typical example, quality standards and procedures frequently change. Improved system modules are often designed, the most recent being the SFDC Shop Floor Data Collection , incorporating touch screen technology.

Customers are encouraged to discuss improvements or problems they encounter with a view to developing solutions.

The second policy is programming and developing for more specific individual customer requirements. This is usually chargeable and is given priority. Commonly, once a company has worked with the system for a time, it is quite common for them to invest in some specific programming for their own particular requirements. "Although I say it myself, this is a phenomenal system" states Barrie Johnson. "I have never worked for a company that is so customer focused. There is nothing that takes precedence over our customers' needs."

Bright future

"When those essential elements of a business are brought together and maintained, success is a given, limited only by the distance of that vision" Chris Collins explains. "We have developed a global brand, our technical support is exceptional and unrivalled."

Production control ERP systems that are specific to the casting manufacturer are considered infinitely superior to standard generic systems. "We will continue to develop future generations of production control software specific to the cast metal manufacturer" Mr Collins concludes. "Driving the benefits and eliminating apprehension is an essential message we continue to communicate to those companies who, as yet, are not using Synchro[32]. Passion and commitment are the driving force behind our company."

Reader Reply No.80

SYNCHRO[32]

Modules include:

- Sales order processing
- Costing & Estimating
- Purchase Order Planner
- Production & Scheduling
- Inventory Control
- SFDC Touch Screen
- Pattern & Tooling
- Quality Planning
- Documentation

and many more...