



Forging ahead with NetSuites improved processes and efficiency gains

Welding Alloys Group

CEO: Dominic Stekly

Location: Global

Industry: Manufacturing & Wholesale Distribution: welding consumables, wear solutions & protection

Welding Alloys Group is a provider of advanced welding consumables, automated equipment for wear protection, and engineered wear solutions. Founded in 1966, Welding Alloys' unique experience is drawn from more than 50 years of commitment to research and development of specialised products and solutions.

The Group covers more than one hundred and fifty countries and territories throughout a network of over thirty subsidiaries and with more than a thousand employees. It and specialists in different disciplines: offering unrivalled service solutions globally. These subsidiaries span the globe and range in size, starting from two to three employees up to 150 employees.

Welding Alloys is committed to forming close relationships with customers. The company has also established numerous industry partnerships as a total solution supplier – from consumables and machines to integrated engineering solutions.

The journey to bring the Welding Alloys Group onto one unified ERP software platform started roughly ten years before the business chose NetSuite. "Initially the business chose JD Edwards (JDE) as the ERP to try to consolidate all subsidiaries. After many delays and only ten subsidiaries onto the one JDE platform, progress stalled. As we went down the list into the smaller sites of around two to three users, JDE became unworkable" says Dominic Stekly, CEO of the Welding Alloys Group.

NetSuite was identified as the solution best suited to the requirements of the Group. The software is highly adaptable and can handle a variety of subsidiary sizes and user numbers. Dominic Stekly elaborates, "NetSuite was chosen as the global operating system for Welding Alloys as it was a good fit for the size of businesses across the Group."

A significant challenge for the business was how to create trustworthy and reliable information within one environment. "This had been the biggest problem for several years. NetSuite, however, allows Welding Alloys to consolidate financially and operationally across all countries and entities in real-time" explains Dominic Stekly.

Writing the script for success

When NetSuite was initially sold to the Welding Alloys business, it was implemented by another partner. Welding Alloys realised, however, that inefficiencies in the system setup were slowing the company down and decided to pivot toward a client-side deployment team.

JCurve Solutions (ASX: JCS) helped Welding Alloys to gain more value from their NetSuite investment. "JCS has helped Welding Alloys optimise several scripts within the NetSuite platform that had been developed by a previous partner and tidied up some prior work" says David Andre, Group IT Manager.

Within the Welding Alloys business, there are three areas of necessary customisations which are essential for operational performance. "JCurve Solutions has helped to optimise the performance of those areas so the system can run fast with scripting enhancement."

As the Welding Alloys business has over four hundred and twenty users on the NetSuite platform, productivity becomes of significant importance to ensure operations are running as effectively as possible.

"One of the scripts that JCurve Solutions helped us with saved a minute on each fulfilment processed and across the Group, we do about two thousand fulfilments a day. By taking a minute off that process, we are now improving productivity by two thousand minutes each day, which equates to roughly three man-days for every day." This outcome has given the the Welding Alloys business a considerable productivity gain improvement.



Continuous improvement: the long-term growth journey

NetSuite is an established, long-term core business system for Welding Alloys. As the company continues to grow, it can onboard new subsidiaries very quickly, in as little as three days.

The business is reasonably self-sufficient as an internal team of analysts is in place to support the user base. The team interact with process owners to make sure that there is a cohesive set of standard operating procedures for the business to use globally.

JCurve Solutions will continue to be part of the Welding Alloys growth plan with the main areas of assistance: the optimisation of scripts, increasing productivity and improving the way the NetSuite platform functions. These key areas will help Welding Alloys see continued success, well into the future.

Outcomes of the project:



Global real-time consolidation



Two thousand minutes saved each day on transaction processing



Optimised performance of scripts and system customisations



Overall system speed improved