



**COMPANY:**  
Dunlop Systems  
and Components

**COUNTRY:**  
UK

**INDUSTRY:**  
Electronics

**PARTNER:**  
Medatech UK

## The Challenge

Replace Dunlop's old, overly expensive legacy management system with a robust, efficient and flexible ERP platform to help them generate accurate data relating to BOMs, routings, and replace the poor MRP mechanism to enhance operational efficiency.

## The Result

Enhanced project management and transparency, advanced executive reporting capabilities, streamlined bill of materials, and easily traceable final products and raw materials, using FIFO & Lot control.

## About Dunlop Systems and Components

Dunlop first opened its gates in 1890 in Coventry, UK. In 2007, Dunlop Systems & Components was formed after a management buyout of the Dunlop Coventry suspension division from Trelleborg AB. Today, at their state-of-the-art Coventry facility, they design & manufacture Advanced Electronic Control Systems & Air Suspension components for the automotive & ancillary industries.

Their products include Air Springs, Electronically Controlled Air Suspension (ECAS), Air Suspension Conversions, Mobility Systems, Testing Services & Electronic Design.

Currently, Dunlop employs nearly 100 people in their engineering and manufacturing operation & a turnover of approximately £10m pa. They have sold over a quarter of a million Ecas systems worldwide, with over 10 million Air Springs sold since they began production in the 1950s.



## The Challenge

The senior management team was the driving force behind the new ERP project. Dunlop saw the need for a more robust & efficient system to replace their old, outmoded legacy system.

- ▶ DSC wanted a more flexible ERP system to replace their legacy system.
- ▶ The legacy system was overly expensive to maintain.
- ▶ The legacy system had data accuracy issues relating to BOMs routings & core part data.
- ▶ Most importantly, the legacy system had a poor MRP mechanism resulting in operational inefficiency.

Dunlop aimed to implement a complete ERP package concentrating on production, logistics, and project management. Their plans for the future include extensive use of shop floor data collection, PDAs, bar coding & live reporting of production.



## The Solution

Priority provided an overall standard system with pertinent modifications to suit the business processes at DSC.

We put together processes & data flow solutions that provided smooth & efficient work flows in the challenging environment of a manufacturing platform in a multi-company setup. A conscious decision was made before migrating to the new system. This ensured the ease of use of the various data analyzers to get accurate results every time with the press of a button in every area of Priority ERP.



## The Result

The Priority implementation has so far achieved:

- ▶ **Enhanced Project Management** - The project management module is an integral part of the system rather than a stand-alone unit. This allowed transparency for the engineering department towards the other users of the system.
- ▶ **Executive Reporting** - Dunlop have the business intelligence module as part of their package which allows executive dashboards within the Priority ERP environment as well as on the MS outlook interface, allowing the management an excellent snapshot & drill down capability on the business processes & performance
- ▶ **Production Efficiency** - During implementation, Dunlop timed all operations & reviewed BOMs for all parts. As a result of this data review & input, accurate product prices are now available through Priority ERP.
- ▶ **Operations** - Constantly reviewing strategy on the shop floor. There is a growing trust towards the data coming from the new system as opposed to the old system which was often misleading.
- ▶ **Inventory Management** - Both final products and raw materials are now managed effectively using FIFO & Lot control, and are easily traceable.
- ▶ **Manufacturing & raw material procurement** is closely monitored & managed fully utilizing the benefits of the Priority ERP & purchase planning modules.

Dunlop's plans for the future include extensive use of shop floor data collection, PDAs, barcoding & live reporting of production.



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